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ABSTRACT

This annual compilation by the Association for Education in Journalism describes master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States between July 1, 1973, and June 30, 1974. The aim of the book is to improve the flow of information about current research by providing easy access to students and teachers in journalism schools, to scholars in related disciplines, and to professionals in the media of mass communication. It contains 362 abstracts submitted from 53 colleges and universities, including 65 doctoral dissertations and 297 master's theses. All abstracts were prepared by the students or their advisors. The abstracts are arranged in alphabetical order under doctoral dissertations and master's theses. An author index and a complete subject index are included. (RB)

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INTRODUCTION

Journalism Abstracts is an annual compilation by the Association for Education in Journalism of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines and to professionals in the media of mass communication.

This book, Volume 12, contains 362 abstracts submitted from 53 colleges and universities. It includes 65 doctoral dissertations as opposed to 57 last year; and 297 master's theses as opposed to 245 last year.

Comparisons become more significant when the reader goes back to Volume I (1963). That book contained 158 abstracts, (17 dissertations, 141 theses) collected from 27 schools.

The 1974 book includes those theses and dissertations accepted from July 1, 1973 to June 30, 1974. In addition, a few abstracts that missed the deadline for the previous year's volume are included. All abstracts were prepared by the students themselves or by their advisers.

While complete coverage is the goal of this series, a few schools and some students fail to participate. However, on the basis of this year's response from 53 institutions, the editor estimates coverage is approaching its goal and that Volume 12 includes the vast majority of those theses and dissertaions accepted during the publication period.

ACKNOWLEDGEMENTS

The editor first wishes to express his appreciation to all students and advisers whose cooperation made this twelfth volume possible. The shipment here of first quarter or first semester abstracts during the winter months substantially reduced last minute pressures.

For the third year a very special vote of thanks goes to Mrs. Ouita M. Tomlin of The Ohio State University School of Journalism staff for her capable and conscientious efforts in behalf of this project. She compiled the tedious sub-indexes that make it possible for the reader to find what he wants in quick time and with minimum effort. Assisting Mrs. Tomlin with the typing were Mrs. Maurea Alicea, Mrs. Harriet Allen and Mrs. Shari Carres and Miss Cherry Fahrenbruck.

Faculty members James D. Harless, Paul V. Peterson and Galen R. Rarick again provided invaluable assistance to the editor in indexing abstracts by subject matter, a chore that provokes sharp differences of opinion. F. T. Gaumer, also of the Journalism faculty, again supervised printing arrangements.

Finally, a vote of appreciation to the entire faculty and staff of the School of Journalism for their recognition of the value of this publication and for their cheerful acceptance of inconveniences during its preparation.

Ohio State is happy to be able again to render this service to AEJ colleagues. It is a minor contribution to journalism education, but we feel that it is an important one.

--W.E.H.
Columbus
August, 1974

ORGANIZATION

The abstracts are arranged in alphabetical order for doctoral dissertaions first and then for master's theses.

An author index appears in the Table of Contents. A complete subject matter index begins on page 194. Numerals used in the subject matter index refer to the ABSTRACT NUMBERS which precede each abstract in the book and not to page numbers. This system allows eventual computerized automation of the indexing process.

OBTAINING COMPLETE STUDIES

Many of the doctoral dissertations described in this volume may be ordered on microfilm or in Xerox copies from University Microfilms, Inc., 300 North Zeeb Road, Ann Arbor, Michigan 48106.

Master's theses usually may be borrowed through the Inter-Library Loan Service from the university library in which they are shelved. Most large libraries will provide microfilm or Xerox copies on request.

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Ph.D. Dissertations

-1-

INTERRELATIONSHIPS OF INCOME, MARKET NEWS EXPOSURE AND MARKETING BEHAVIOR FOR SELECTED WISCONSIN FARMERS

Eltigani A. AbuGideiri, Ph.D.
University of Wisconsin, 1973
Advisor: Eugene Kroupa

This study attempted to examine the interrelationships between market news exposure, marketing behavior, selected demographic variables and annual gross income of a selected sample of Wisconsin farmers. Discovery of such relationships will aid in building theoretical models that serve in prediction and understanding the value of farmers' use of market information in decision making. The specific objectives of the study were: 1) Determine the interrelationships that exist between gross income, market news exposure, marketing behavior and selected demographic variables; 2) Describe differences in market news exposure and marketing behavior of livestock and grain farmers; 3) Determine the effect of transportation on marketing behavior of livestock and grain farmers.

Data for this research were obtained from that collected for the study of "Wisconsin Farmers Use and Understanding of Broadcast Market Information" conducted by the Department of Agricultural Journalism in 1968-69. A total of 475 Wisconsin farmers were interviewed in four survey areas selected on the basis of available markets and the predominant type of agricultural production. Personal interview schedules were used to collect that data.

The correlation analysis and the Chi-square test were employed to test the hypotheses of the study. The stepwise regression technique and the multiple linear regression analysis were applied to investigate the predictive power of variables.

There was a significant interrelationship among annual gross income, market news exposure, marketing behavior and selected demographic variables. Farmers with high annual income had high market news exposure, made more marketing decisions, were younger, received more formal education and farmed a larger number of acres. High market news exposure was significantly associated with a larger number of selling decisions, comparing market prices, large number of markets or buyers sold to, selling livestock to dealers or truckers and using grain future markets. While livestock farmers relied more heavily on radio and telephone for getting livestock market information, grain producers used newspapers and telephone to get such information. In general farmers who provided their own transportation sold their products to distant markets, made more selling decisions and sold to three or more buyers.

Market news exposure was second to the demographic variables and better than marketing behavior in explaining variance in gross income.

The results of this study suggest several recommendations for improving livestock and grain market news reports.

1. Broadcast and print media should provide accurate, complete and timely market information for several markets, with standard price quotations to make comparison possible.

2. Local newspapers and radio/TV stations should tailor their market news information to meet the needs of their farm audiences and fit their situation. Farmers can use such information only when it is locally relevant to the commodities they produce and the markets available to them. Emphasis should be given to a range of prices for each grade of livestock and the reporting of local cash grain prices.

In conclusion, this research, despite its limitations, may be viewed as a preliminary exploration of the value and usefulness of market news exposure in affecting and predicting variation in gross income. The findings initiated a proposed theoretical model for further research to test its validity.

-2-

THE INFLUENCE OF SELECTED INFORMATION CUES ON PERCEIVED PRODUCT QUALITY

Michael D. Bernacchi, Ph.D.
Southern Illinois University, 1973
Adviser: L. Erwin Atwood

How consumers perceive product quality is one of marketing's most perplexing issues. There are a vast number of cues which influence a consumer's product evaluations and purchases.

Much of the empirical research on this issue has focused on the effect of price on perceived product quality. Some research has, also, made inquiries into non-price cues. Still others, much fewer in number, have attempted to analyze the joint effects of both price and non-price cues on perceived product quality.

For this dissertation, the influence of price, market share and a consumer service rating index were studied. It was, also decided to study the comparability of dichotomous and continuous criteria. That is, the data collected originally were based on a six-point Likert type scale of perceived product quality. This data was subsequently dichotomized and, compared to the results from the continuous criterion.

The research vehicle chosen was an experimental study in which sixty-four female upper division elementary education students assessed the influences of the chosen information cues on the perceived quality for a non-durable and a durable good. The goods chosen were potato chips and a cassette player-recorder, respectively.

The 2x2x2 factorial design represented a high and low designation for each of the three independent variables studied.

Respondents were randomized into the eight treatment groups, testing rooms, sequence of products to be evaluated, and the seven research assistants who aided in this study.

The data were analyzed by a multiple regression approach towards traditional analysis of variance procedures.

The findings accepted as tenable were: (1) The hypothesis that there was a significant interaction between price and the consumer rating service evaluation for the cassette player-recorders; and (2) the hypothesis that there was a positive relationship between perceived product quality and the choice of the brand most likely to be purchased for both products.

All findings with reference to statistical significance were obtained for both criteria with complete consistency.

The generalizability of these findings may well be limited by the products chosen, the cues manipulated, and the respondents studied.

It would, indeed, be advisable for this study to be replicated using the same products, cues and respondents as well as different products, cues and respondents.

-3-

ADVERTISING AND THE POOR: A COMPARATIVE STUDY OF PATTERNS OF RESPONSE TO TELEVISION AND MAGAZINE ADVERTISING BETWEEN MIDDLE AND LOW-INCOME GROUPS

Lawrence Bowen, Ph.D.
University of Wisconsin, 1973
Adviser: Steven H. Chaffee

This experimental study compared patterns of advertising evaluation and purchase intention of 200 middle-income and 200 low-income respondents. It was hypothesized that between group differences would be functionally related to each group's patterns of media preference and use. It was also predicted that within each group's preferred media, the locus of specific evaluations would be a positive function of the pertinence of the appeal, i.e., whether or not the advertising message spoke to inherent attributes of the brand that enabled brand differentiation and discrimination.

Building on well-documented evidence that low-income groups generally prefer and use broadcast media, particularly television, and spend very little time with print media, this study predicted more positive evaluations of television advertising than print advertising. Within television, it was expected that the low-income group would evaluate pertinent appeals more favorably than non-pertinent appeals. No differences were predicted for magazine advertising as a function of appeal pertinence for the low-income group.

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BLACK ENGLISH AND THE MASS MEDIA

Walter Milton Brasch, Ph.D.
Ohio University, 1974
Adviser: Norman H. Dohn

Black English and the Mass Media combines journalism and linguistics within both a theoretical and historical framework. Two major hypotheses serve as a base of the study --(1) the only strong evidence we have as to the existence of Black English historically in America was what appeared in the mass media; (2) the mass media reflected the state of knowledge, concern and awareness of Black English.

Extensive analysis of data from the mass media justifies the validity of the Five-Cycle Theory of Black English, which is presented formally, for the first time. It was determined that Black English, historically, has fallen within five separate and distinct cycles, that each cycle lasted between twenty-five and forty years, and that each cycle was followed by an intercycle that lasted between ten and twenty years (the exception being the Civil War intercycle which lasted about seven years). The cycles are identified as the Colonial-Revolutionary Cycle (c. 1765-c. 1800), the Ante-Bellum Cycle (c. 1820-c. 1860), the Reconstruction Cycle (c. 1867-c. 1902), the Negro Renaissance Cycle (c. 1915-c. 1940), and the Civil Rights Cycle (c. 1958-present). Each cycle is characterized by a peak at least ten years before the end of the cycle; each cycle is characterized by the fact that in quantity of materials available, it is larger and more substantive than the cycle that preceeded it. Each cycle can be distinguished not only by volume (or quantity) and chronology, but by genre.

A number of conclusions are drawn from the study. (1) The visibility and importance of the Black increased significantly as the years progressed; [illegible] as the visibility increased, the language became easier to understand--possibly because of decreolization, or possibly because of better recording techniques; (3) comparison of American Black English, as seen historically in the mass media and current studies of Wes-Kos, the West African Pidgin-English, reveal substantial similarities in a number of important areas--lexical, phonological, syntactic and semantic, idiophonic, paralinguistic, and nonverbal. It is hypothesized that American Black English may have been closer to Wes-Kos, itself composed of elements of many West African languages, than to standard English; (4) that the five cycle development of Black English has a number of parallels to the Elite-Popular-Specialized curve of mass media development as formulated by Ralph L. Lowenstein; (5) from selecting, analyzing, and understanding one carefully controlled sample of media history, it is possible to understand the full history. It allows for a fuller understanding of the process and function of the mass media, as well as the forces that shape media development; and (6) journalist attitudes about the nature of Black English are often based upon non-linguistic evidence.

A list of observations about rules which identify Black English as a separate, legitimate, and viable language, is presented in Chapter I.

-5-

PERSONALITY TRAITS AND PROGRAM PREFERENCES REGARDING VIOLENCE ON TELEVISION

Chang Sup Choi, Ed.D.
Oklahoma State University, 1974
Adviser: James Rhea

Scope of Study: This dissertation examined certain demographics and traits of people attracted to televised violence. It sought to determine who watches violence and why. The analysis of selected variables in search of the contributing ones was based on what people said about violent programs on television and on how they reacted to psychological test items. An attempt was made to determine some of the actual viewing behavior.

Findings and Conclusions: Analysis indicated significant relationships between personality traits and preferences for televised violence and such demographic factors as sex, education, and socio-economic status. Preference for televised violence appeared to be related to low Aggression Anxiety, high Neurotic Under Control, and Overt Hostility traits. Variables most closely related to low Aggression Anxiety were sex (male), educational status (college education), marital status (married), and socio-economic status (middle). High Neurotic Under Control was most closely related to middle-level occupations and high Overt Hostility to maleness. On the other hand, preference for televised nonviolence appeared to be related to high Aggression Anxiety, low Neurotic Under Control, and Overt Hostility. High Aggression Anxiety seemed to be associated with sex (female), high school education, and middle-level occupations; low Neurotic Under Control was associated with high socio-economic status, and low Overt Hostility with sex (female) and high income. All in all, a higher consistency was found in the relationship of program preferences with personality traits than with demographics.

The typical violent or nonviolent program-preference data represent a most heterogeneous mixture of age groups, social groups, socio-economic backgrounds, and sex groups. This study suggests the value of personality testing and demographic profile data in the study of television viewing preferences. The roots of criminal behavior may lie far deeper than television. They reach into the personality, the family experience, and the group relationship of an individual. This is to say that the preference for televised violence would be an effect, rather than a cause.

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JACQUES ELLUL'S LA TECHNIQUE IN A COMMUNICATIONS CONTEXT

Clifford Glenn Christians, Ph.D.
University of Illinois, 1974
Adviser: James W. Carey

Using a three-level classical hermeneutics to understand Ellul's organizing idea, la technique, this dissertation is a study in the social philosophy of communication. It presupposes that the most rewarding studies of language and media presently arise within the cultural approach to communication. It further assumes that additional articulation of the culturalists' explanatory universe is a desideratum, since their claims are pre-eminently epistemological. Moreover, it suggests that C. Wright Mills' sociological imagination (combining sociology, history, and philosophy) is the most seasoned interpretational framework compatible with cultural assumptions. This dissertation evaluates whether Ellul's work qualifies as a model fo treating the philosophical dimension of Mill triad in such a way as to advance cultural studies.

Chapter II concentrates on la technique in politics and sociology. Ellul's roots ar described as Weberian here, with la techniqu understood as bureaucratization, relentless administrative efficiency. Presuming that Communications must be invigorated by community as its precondition and intellectual environment, Ellul's significance at this point anchors in his authoritative description of the dynamics of Western society today.

Chapter III deals with message exchange la technique becoming propagandization. Through this concept Ellul challenges the commonplace that information is the key to democracy and the press its indispensable co veyer. Information, for Ellul's perspective does not exist in contemporary life. With a line of argument obviously Tocquevellian, he demonstrates how modern communication system are not message channels but creators of conformed wholes instead.

La technique within the sacred is the focus of Chapter IV, with the classical sociologists on religion, Marx's alienation, and Durkheim's normlessness serving as historica rootage. In matters pertaining to religious phenomena, la technique denotes loss of ends triumph of means. Applying that to Communications as a social science brings Ellul int confrontation with Galileo's primary-secondary dichotomy, an explanatory code dominatin media effects research since the 1930's.

Ellul's fundamental accomplishment is thus described as adding an original concept of considerable consequence to contemporary social philosophy. La technique is substantive enough to provide a lens through which to view fruitfully such paramount concerns a authority, nationalism, community, mass soci ety and culture, information, entertainment, manipulation, desacralization. Ellul's intellectual commentary offers to Communications several substantive theoretical contributions and a nearly unlimited number of specific proposals.

However, a conceptual enigma at the core of his framework continued to appear. Unable to reduce the problem to his pessimism or religion, its source is finally located in Ellul's decisively formalist commitment. His uncompromising rationalism, penchant for universalisms, inadequate treatment of history are all cited as evidence of that explanatory mode. And while this macro perspective is more generative than empiricism, the conclusion is drawn that such formalism cannot ultimately serve as the context of the philosophical element in Mills' paradigm.

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THE WLBT-TV CASE, 1964-1969: AN HISTORICAL ANALYSIS

Charles E. Clift III, Ph.D.
Indiana University, 1974
Adviser: Barry G. Cole

In 1964, during the height of the civil rights movement, a group of concerned individuals petitioned the Federal Communications Commission (FCC) to deny the license of a commerical television station in Jackson, Mississippi. The petitioners alleged that during its 1961-1964 renewal period the station had failed to serve Blacks who comprised nearly half of the population in its service area. On two separate occasions the FCC voted to renew the station's license, and in each instance the petitioners' appeal to the FCC's decision was upheld by the U.S. Court of Appeals, District of Columbia Circuit. In its 1966 landmark decision the Court stated that the public had the right to intervene in rulemaking proceedings of the FCC and instructed the FCC to hold hearings on the renewal of WLBT-TV. In June, 1969, the Court ordered the FCC to vacate the grant of license to WLBT-TV and invited applications to be filed for the license. As a result of the latter Court decision, Lamar Life Insurance, licensee of WLBT-TV, became the first licensee since the establishment of the FCC in 1934 to lose operation of a broadcast facility because of its programming.

This dissertation sequences the chronology of events during the five years between the initial petition and the U.S. Court of Appeals' second decision. The roles of the petitioners, the station, the FCC and the Court during this period are analyzed.

The petitioners maintained that the station had discriminated against Blacks in its programming and had failed to provide opportunities for Blacks residing within its service area to appear on the station. WLBT-TV contended that the petitioners did not represent the Black community in Jackson and had failed to support their allegations. The station defended its service to the Black community with exhibits and testimony, most of which concerned programming between the 1964 petition and the 1967 hearing. The Court in its first decision emphasized the necessity for the station to provide evidence in its defense, and in the second decision, reprimanded the FCC for placing the burden of proof on the petitioners. The FCC, in an effort to maintain the status quo, ignored the Court's directives, gave undue weight to evidence of WLBT-TV's programming after 1964, and consistently restricted the public input mandated by the 1966 Court decision.

The WLBT-TV case produced a landmark decision guaranteeing the public legal standing before the FCC. The history of the case illustrates the extent of bureaucratic inertia within the FCC and the extraordinary effort necessary to overcome this inertia.

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COMMUNICATION, SOCIAL SYSTEMS, AND CHANGE

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A major failing of social "change" theories, concepts, models, and studies has been the tendency to view social "change" as a telesitic process on the one hand, and to view social organization, order, and control as an evolutionary process on the other. A major contention of this study is that these views should be reversed in order to square themselves with empirical facts. In this study social control and organization (including "planned change") are viewed as telesitic processes. Social change is viewed as a near-random, non-linear process of emergent alterations and consequences of human social behavior.

The study is conducted from what may be described as a communication and general systems point of view wherein human beings are seen as dynamic "open" living systems, continually attempting to maintain themselves through transactions with and participation in their social environments. Communication systems are conceived of as those contrived or emergent relationships which living systems develop as a cause and consequence of their communication and intercommunication. Human communication is conceived of as the processes of people taking-into-account aspects of their environment toward some end or purpose. Communication systems and social systems are viewed as self-regulatory and dependent upon information utilization.

The fundamental hypothesis of this inquiry is: Change occurs in human social systems only to the extent that their communication systems are disorderly.

Social control and social change are both conceived of as functions and consequences of human communication and intercommunication. Thus questions about human freedom and control, power and authority, etc., are basically questions related to human communication processes, social functions, and consequences.

An historical-critical review of the major trends in theories and empirical studies of human social organization and disorganization ranges through philosophical works, into anthropological and sociological studies, with emphasis on a communication perspective. A model of the human communication process based on the work of Thayer is presented and utilized as the basic foundation for the conceptual framework of this study. Discussion centers on the information utilizing aspects of human social behavior and the importance of variety and novelty in such processes.

It is assumed that the criteria of what it means to change or control are not simply empirical matters--but conceptual in nature. Formal education (schooling) is seen as an area in which an understanding of conceptual distinctions between control and change might make a difference. A brief review is made of the literature on educational "change" and the relationships between teachers and educational "information" (data) systems and the concomitant communication systems are studied. Implications for research on these matters in light of the present study are offered.

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A FIELD EXPERIMENT ON IN-STATE ELECTION POLL REPORTS AND THE INTENSITY OF PROSPECTIVE VOTER CANDIDATE PREFERENCE AND TURNOUT MOTIVATION IN THE 1972 PRESIDENTIAL ELECTION CAMPAIGN

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Election poll reports are major news items in election campaigns. Despite a long-standing concern about election polls affecting election results, there has been little investigation of election poll influence on candidate preference and turnout motivation.

This field experiment investigated whether publication of in-state election poll results in the mass media affects candidate preference and turnout motivation during a presidential campaign. The pretest-posttest design study used two undergraduate political science classes as subjects and was conducted during the 14-day period before the 1972 presidential election. In separate procedures for the McGovern and Nixon supporters, each group of subjects was assigned randomly to four experimental conditions and one control condition. The ten conditions contained a total of 160 subjects.

The independent variable was the subject's manipulated perception of electoral support for Richard Nixon and George McGovern.

At the beginning of the posttest, each subject in the experimental conditions received false election poll reports which showed either (1) a close presidential contest or Nixon's generally expected lead (2) exceeding, (3) matching, or (4) falling short of the expectation which the subject had expressed in the pretest. The subjects in the control conditions were given irrelevant election poll reports.

The dependent variables were the subject's favorability toward Nixon and McGovern and the subject's eagerness to vote. Heider's balance theory was expanded to predict the effect of each margin message on the subject's favorability toward the candidates. A causal model with preference intensity and estimated electoral utility of voting as mediating variables predicted the effect of each margin message on the subject's eagerness to vote.

The manipulation effects were established by applying the *t*-test to the gain score differences between the experimental and control conditions. Significant gain score differences not associated with at least one significant within-condition change were discarded as chance artifacts. (The correlated *t*-test was used to evaluate the significance of within-condition changes.)

Results: The McGovern supporters who received election poll reports which showed Nixon's lead falling short of their expectations evidenced the same increases in favorability toward McGovern and eagerness to vote as their counterparts in the control condition. However, the McGovern supporters who received election poll reports which showed Nixon's lead matching or exceeding their expectations displayed no such increases.

The McGovern supporters who received election poll reports which showed Nixon's lead matching or exceeding their expectations remained constant in their favorability toward Nixon, as did their counterparts in the control condition. However, the McGovern supporters who received election poll information which showed Nixon's lead falling short of their expectations became less favorable toward Nixon.

Thus, as election day approached, the McGovern supporters who received no information about the election increased in intensity of candidate preference. Such increase was absent among McGovern supporters who received election poll reports which showed Nixon's lead matching or exceeding their expectations. The increase in preference intensity was accelerated among the McGovern supporters who received election poll reports which showed Nixon's lead falling short of their expectations. The McGovern supporters who received no information about the election also increased in intensity of turnout motivation. Such increase was absent among all McGovern supporters who were given election poll reports, regardless of the size of Nixon's lead shown.

The Nixon supporters in both the experimental and control conditions remained constant in their favorability toward the candidates and eagerness to vote. None of the election poll reports influenced the intensity of their candidate preference or turnout motivation.

In conclusion, the publication of in-state election poll reports which show a one-sided in-state contest does not appear to affect the position of the frontrunner. However, the underdog may be deprived of increasing turnout motivation among his supporters, even though they may become more favorable toward him.

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AN EXPERIMENTAL STUDY OF THE EFFECT OF A REPETITION FACTOR ON THE RELATIONSHIP BETWEEN LISTENABILITY AND READABILITY

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This investigation looks at the relationship between listenability and readability when the ability of readers to reread is controlled for. That is, in the normal situation a reader can go back over sentences and phrases which he did not understand upon first presentation. A listener, on the other hand, cannot. A basic question of this research is whether or not any differences found in comprehension gain between readers and listeners change as readability level goes from easy to hard.

The experimental design contained three experimental groups and one control group. The experimental groups, as well as the control group, received pre-tests and post-tests consisting of cloze procedures produced from experimental passages. Subjects were 120 college students enrolled in a number of different undergraduate speech and journalism classes at Marshall University during the first summer session in 1973.

The experimental groups were labeled: normal written (NW), S's allowed to read in their normal fashion; paced written (PW), S's received one sentence at a time via a slide projector; and oral (OR), S's heard stories via a tape recorder. Those in the PW group saw each sentence for the same length of time those in the OR group heard the same sentence. A control group (CG) was also employed in which S's read irrelevant passages and took same pre- and post-tests as experimental groups. In addition, experimental S's rated interestingness of subject matter titles during pre-test, and rated interestingness of each specific story during post-test.

All experimental groups and the control group were presented with two stories, one at the Dale-Chall formula's 5th-6th grade level which was termed "easy," and one at the formula's 13th-15th grade level which was called "hard," for a total time of a minute and a half at a rate of 176 words per minute. Two different news stories were used, and each was rewritten at each of the two readability levels.

The results of the experiment are as follows: (1) No significant difference in comprehension gain between NW, PW, and OR groups at the easy level regardless of content; (2) No significant difference in comprehension gain between NW, PW, and OR groups at the hard readability level regardless of content; (3) Significant differences between CG and each experimental group at each readability level and content; (4) Primarily positive, though non-significant, correlations between subject matter interest ratings and comprehension gain, and (5) Primarily positive correlations--significant only in the case of the more interesting content--between story interest and ratings and comprehension gain.

The three most important conclusions are: (1) It appears that when material written "for the ear" is used and time of presentation controlled for, comprehension increase does not differ across modalities, this relationship tending to hold regardless of the material's readability level; (2) The Dale-Chall readability formula is as adequate in measuring listenability as it is in measuring readability; and (3) More generally, the results indicate that there is no inherent limitation of comprehension due to the modality used by the broadcast journalist when relatively short material is delivered at a speed similar to that used in this experiment.

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THE FEASIBILITY OF UTILIZING A DIRECT BROADCAST SATELLITE FOR EDUCATION AND NATIONAL DEVELOPMENT IN TURKEY

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For Turkey, education is still a major part of its efforts to achieve a reasonable outcome in its national development plans. In many instances, the lack of education constitutes a major stumbling block for accomplishing the necessary progress. There is now an opportunity for Turkey to help itself merely by participating in the communications revolution made possible by direct broadcast satellites. A direct broadcast satellite system for mass education and national development will make a substantial contribution to the enlightenment of the Turkish population.

The possibilities of direct broadcast satellites are attractive. In Turkey where well-trained, well-educated teachers are in short supply, there is now the chance to share what teaching skills there are more widely. Also, where schools are short of teaching aids, there is now the chance to transdistribute audio-visual materials and demonstrations from a few regional and/or central places.

Once instituted, a direct broadcast satellite system for education and national development will create an existence and logic of its own that will sweep away some of the outdated goals and methods, and replace them with new ones that are better attuned to the modern world. This is true especially in the case of television which, with its appeal to the eye and ear, will break the tyranny of the printed word and overcome the barrier of language.

It will provide a mobility by which Turkish people will attend national events, meet national leaders, see their nation (and the world), and arrive at decisions on a relatively common basis of knowledge. Beyond this spatial freedom, a direct broadcast satellite will eliminate the tremendous time lapse between the creation of knowledge and its dissemination.

The obstacles to introducing a direct broadcast satellite to Turkey are not technological. The technology presented in this dissertation has already been tried out and all of it has been studied thoroughly. The technical feasibility of direct broadcast satellites can be accepted with a great deal of confidence.

This dissertation provides current information about possible technologies for satellite broadcasting. It gives detailed information regarding national/international satellite broadcast undertakings which are now underway. It also presents some information about the Turkish educational system, and offers illustrative figures on three possible systems for direct broadcast satellites. Further, it suggests some practical ideas for educational programming, its cost, preparation, and evaluation.

In planning for the use of such a powerful tool, it is vital that the objectives of education and national development are firmly understood. A direct broadcast satellite system for educational and national development in Turkey will bring the entire world to the village and evoke a sense of nation-awareness in the Turkish people. The job of the scientific community is to bring technology to a point of development where satellite broadcasting is sufficiently feasible to provide sufficient technical ingenuity to help overcome the social and cultural barriers. The job of the Turkish politicians--and their job is the hardest of all--is to organize and finance the institutions and plan the step-by-step procedure that will permit satellite broadcasting for their country to grow as a healthy and useful national venture.

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ATTITUDE TOWARD A NEWS SOURCE, EXPECTED REPORTER-SOURCE INTERACTION AND JOURNALISTIC OBJECTIVITY

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A foundation of modern journalism is the concept of objectivity, which holds that news should reach the consumer untainted by a journalist's personal biases. Behavioral research, however, suggests that objectivity is a difficult goal to achieve because the reporter faces many psychological pressures as he gathers news. This study looks at two psychological variables that might erode journalistic objectivity: the reporter's attitude toward his source and his expectation of future meetings with the source. It also investigates whether perceptual screening is a factor in the reporter's coverage of an event.

Three major hypotheses are tested in the study: (1) There is a positive relationship between reporters' attitudes toward a source and the favorableness of stories written about the source. (2) Reporters with favorable attitudes toward a source perceive a greater number of favorable items of information about the source than those with negative attitudes. (3) Reporters who expect to meet a source will write stories more favorable toward the source than those who do not expect to meet him.

In a 2x2x2 independent measure experimental design, the reporter's attitude toward a news source (positive or negative) was varied factorially with the reporter's expectation of future interaction with the source (meet or not meet) and the type of story he wrote (news or editorial).

Seventy student reporters were assigned randomly to conditions by instructions contained on assignment sheets. Attitude toward the source was manipulated by a background sheet that described the source as either warm and friendly or cold and hostile. Subjects viewed a videotape of a press conference that included equal amounts of positive and negative information about the source. Afterward, subjects wrote stories that were content analyzed for favorableness toward the source, using Janis and Fadner's coefficient of imbalance.

Analysis of variance of coefficient scores for the stories indicated that neither reporters' attitudes nor expectations of future interaction with the source had the predicted effects. There was, however, a significant difference between news stories and editorials. Regardless of other manipulations, editorials were always less favorable toward the source than news stories.

There also was a significant interaction between the type of story written and the expectation of future meetings with the source. In both the news and editorial conditions, stories written by subjects who expected to meet the source were less favorable than those written by reporters who did not expect to meet him in the future. This may have been an effort on the part of reporters in the former condition to show the source that they were not intimidated by the prospect of meeting him.

Analysis of lists of favorable and unfavorable facts about the source produced by the subjects showed no evidence of perceptual screening. Subjects were able to produce positive and negative facts about the source, regardless of their attitude toward him.

In conclusion, the journalistic role with its norm of objectvity may have dampened the effects of variables manipulated in this study, allowing subjects to be relatively impartial in their coverage of the press conference.

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A FACTOR ANALYSIS OF COMMUNICATION HABITS AND ATTITUDES AMONG MEXICAN AMERICANS IN AUSTIN AND SAN ANTONIO, TEXAS

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In the spring of 1972, a series of four surveys were conducted among Mexican Americans in Austin and San Antonio, Texas, designed to elicit information about media habits and usage in the Mexican American communities.

The present study factor analyzed the more general findings of the original surveys, in an effort to determine whether there is any clustering of variables which might aid in more precisely defining the Mexican American audience of mass communication.

Results suggested that, indeed, there is a series of clusters within the overall minority population. A total of six factors obtained in each of the four surveys. Within the factors, two basic clusters were most easily identified in each of the four surveys. First, a younger, better educated, frequently male group of respondents tended to be more "anglicized" in their media habits and preferences--preferring English and bilingual stations and programs, and speaking English or being bilingual. A second cluster, in contrast to the first, was largely female, older, predominantly housewife, and tending toward use of Spanish in media preferences and as dominant language. Other, secondary clusters also reflected rather intuitively obvious groupings of media habits (broadcast versus print orientation, etc.) which tended to be unrelated to demographic characteristics.

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NEWSPAPERS AND SOCIAL VALUES: CHICAGO JOURNALISM, 1890-1910

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During the two decades that bridged the juncture of the nineteenth and twentieth centuries, the newspaper press of America was undergoing the same industrial growth and expansion characteristic of most of American life and earned a right to the title big business.

It was the purpose of this study to go beneath this physical, technological and economic growth and inspect the more basic level of shifts in social values reported by and reflected in the press. That the period was characterized by value shifts reflected in altered social organization and social responses has been a contention of a number of contemporary historians such as Richard Hofstadter, Robert Wiebe, Christopher Lasch, James Weinstein, and Gabriel Kolko.

The study of newspaper values was made at two levels. The first was through a case study of the content of the newspapers of one city--Chicago, Illinois. Items were assessed in terms of their importance as news, the evaluations made of them and the degree to which the array of items or the evaluative context into which they were placed changed over time. Secondly, attention was given to the degree of awareness expressed within the period by practitioners of journalism and critics of the press concerning the impact on the press of the shifting currents of life and thought posited by later historical interpretation.

Attention to the values reflected in newspaper content centered on three themes. The first was social identification--the perceived location of the individual within the social structure, the evaluation attached to that location, the replacement of political party loyalty with a loyalty to the larger social system and a shift from an individualistic to a more collective mode of social identity.

The second major theme was social change --acceptance of change as a fact of social existence, celebration of change as progress and the impact on news resulting from the demands of reporting about a world of rapid change, especially in regard to the twin currents of the specialization of knowledge and function and the centralization of social action within ever growing social organizations.

The final theme in terms of which content was studied was social control--the collective response to perceived threats, the organized pursuit of valued social goals, the degree to which the vagaries of social existence were seen as being amenable to control by man, the characterization of efforts at control as a part of a continuous process rather than a terminal act and the qualities seen as legitimate for control exercised within the social arena.

The central conclusion growing out of this study was that the press of the late nineteenth and early twentieth centuries both reported about and embraced a perspective involving value shifts in the areas of social identification, social change and social control. The adoption of this emerging stance was not reflected evenly in all the papers or contained in all the criticism studied. But on balance, the press during these years underwent a shift in orientation and emphasis that placed it within the camp of the emerging social values and modes of social response.

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A HISTORY OF NEWSPAPER JOURNALISM IN ALTON, ILLINOIS, FROM 1836 TO 1962, AS REPRESENTED BY THE ALTON EVENING TELEGRAPH AND ITS PREDECESSORS

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Publication of the Alton Weekly Telegraph began under the partnership of Richard M. Treadway and Lawson A. Parks on January 15, 1836, as a Whig newspaper. The partners operated a printing company in the old Lyceum Hall in Alton, Illinois, on the east bank of the Mississippi River, twenty-five miles north-east of St. Louis, Missouri. Treadway died in less than a year just a few weeks after Samuel G. Bailey, an attorney, became a member of the firm. Bailey abandoned the printing business to practice law and John Bailhache bought a partnership with Parks to become co-owner of the Weekly Telegraph.

Bailhache, a former Ohio publisher and legislator, had come to Alton from St. Louis, and was affiliated with the Telegraph from

1837 until 1854. During his proprietorship S. R. Dolbee was his chief printer, George T. M. Davis served as one of his editors from 1841 until the Mexican War, and E. L. Baker bought Bailhache's interest in the company to become a partner with Parks in 1854.

Four significant stories of the Bailhache era were the martyrdom of Elijah Parish Lovejoy in Alton in 1837; and the assassination of Mormons Joseph Smith and his brother Hyrum at Carthage, Illinois, the great Mississippi River flood in 1844, and the Mexican War.

Bailhache's son, William, aided his father from 1852 to 1854 when the Weekly Telegraph was renamed the Alton Telegraph and Democratic Review and the Alton Telegraph and Madison County Record. Two years after Bailhache sold his share of the company to Parks George T. Brown bought the Telegraph and merged it with the Alton Daily Courier, a competing newspaper he had established in 1854.

The Courier, which Brown began as a Democratic newspaper, switched affiliation to the Republican Party to become an influential political organ in Madison County and vicinity. However, it was bankrupt in 1861 and Brown terminated its publication. Within six weeks Parks had revived the Weekly Telegraph.

Parks had several other partners during the next fourteen years, including J. T. Beem, S. V. Crossman, Thomas S. Pinchard, W. T. Norton, and Charles Holden. When Parks died in 1875 Norton and Holden published the Telegraph, joined by a young apprentice named William J. A. Cousley.

Holden left the firm to become Alton's postmaster in 1880 and Norton continued as Telegraph publisher until the Alton Telegraph Printing Company was incorporated in 1887. Norton became corporation president and Cousley and H. William Bauer were the other stockholders and members of the corporation board of directors. Cousley and Bauer leased the company plant and published the newspaper as partners.

In 1891 Cousley bought Norton's stock in the Telegraph, which had become a daily newspaper, and became the publisher of the Alton Daily Telegraph. He was joined in the firm by his son, Paul Bliss Cousley, who succeeded him as editor and publisher of the Alton Evening Telegraph in 1913. The new name had been applied to the Telegraph in 1897.

Paul Bliss Cousley served as editor and publisher of the newspaper for half a century, joined in 1905 by a business partner John D. McAdams who received corporation stock when the Telegraph absorbed the Daily Republican in a merger.

Paul Bliss Cousley was succeeded as editor in 1962 by his son, Paul Sparks Cousley, who began an immediate internship program for Stephen A. Cousley, his second cousin, who was Telegraph editor and assistant to the publisher in 1972. Henry McAdams succeeded his father, John, as business manager after the fathers death in 1941.

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INVESTIGATIVE EXPOSURE IN THE NINETEENTH CENTURY: THE JOURNALISTIC HERITAGE OF THE MUCKRAKERS

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University of Minnesota, 1974
Adviser: Edwin Emery

The Muckraking Era has been characterized as a uniquely successful journalistic episode, a concentration of magazine articles leading to needed social changes. In one evaluation of the muckraking of the 1900s, its alleged success was attributed to literary traits. According to this view, new and unique aspects of muckraking style included characters and places never before elevated into journalistic prose and stage settings unwritten of before 1900. This well-publicized critique misleadingly separated the muckrakers from some of their own experiences in the 1890s and denied the existence of abundant examples of Nineteenth Century journalism which fit many facets of its fuller definition of Twentieth Century muckraking.

This study gathers evidence of earlier reporting techniques and narrative style, reduces the gap between muckraking and its origins, and reimmerses the muckraking concept into the mainstream of the history of reporting. In contrast to the discontinuity stressed under muckraking and other familiar conceptual labels such as "New Journalism" and "Yellow Journalism," this study emphasizes continuity in the development of reporting methods from the birth of the mass press in the 1830s to the 1900s.

Examination focusing on journalistic exposure from the earliest investigative reporting to the Muckraking Era reveals an unbroken reportorial tradition. If a major paradigm shift can be located, it apparently occurred long before 1902; any real revolution in technique began when the partisan press gave way to the popular press in the 1840s and culminated when the antebellum press incorporated a variety of practices creditable to the early police court reporters, Charles Dickens, James Gordon Bennett, the Civil War and so on, through the gamut of social, literary and journalistic influences.

In short, while the Muckraking Era may have evolved a more sophisticated version of earlier investigative exposure and reached larger national audiences, reporting techniques and narrative traits were developed by Nineteenth Century journalists like Dickens, Julius Chambers, Solon Robinson, the Adams brothers, H.D. Lloyd, Jacob Riis, and W.T. Stead. Anonymous reporters also created a significant and interesting body of reportage, full of local color, newsmaking characters and the ugly and ordinary scenes of Nineteenth Century America.

The police court reporters showed that courtroom testimony could be converted from formal interrogation and response to a flowing narrative; Bennett and others used on-the-scene observation to report beyond the confines of documents and events. From the first interviews, which limited the reporter and his subject to the roles of interrogating attorney and submissive witness, the interview and observation techniques soon combined to become flexible reporting tools, capable of recreating the scenes of investigative exposures. The earlier exposures of prisons and asylums spread into the slums and tenements of the cities; revelations about the railroads spread not only to other businesses, but to all levels of government. Not as concentrated and seldom as sophisticated as the muckraking of the 1900s, the exposures and "unmaskings" of the 1800s grew frequent enough that one editor looked back in 1896 at a 25-year-long newspaper tendency of "finding something to expose." He blamed it all on the New York Times' effective exposure of Boss Tweed in 1871, but he could have traced it back to the very roots of reporting. The narrative presentation of investigative exposures not only transcends the Muckraking Era, but Yellow Journalism and New Journalism as well.

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A COMPARISON OF ONE NEWSPAPER'S EDITOR AND SUBSCRIBER NEWS VALUES

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Scope of Study: In this study, the Ward news model with three main news dimensions--Significance, Prominence, and Normality--was used to compare editors' and subscribers' news values on the same publication to partially answer the question of whether newspapers are giving readers what they want. The news elements of Impact and No Impact were present in the Significance dimension, the elements of Conflict, Oddity, and Normal were contained in the Normality dimension, and the elements of Known Principals and Unknown Principals were included in the Prominence dimension. Respondents Q-sorted 48 local news stories which contained all possible combinations of news elements in the Ward model; with these findings, factor analysis, correlation, and factorial analysis of variance were performed to find significant similarities and differences. Secondarily, the editor's performance in the study was compared with that of other professionals in previous studies using the Ward model.

Findings and Conclusions: The newspaper was giving the representative sample of subscribers the same local news they would have chosen for themselves. There was significant correlation between the editors and subscribers on news preferences. The respondents agreed on priorities for two of the three main news dimensions, and revealed three significant interactions in the various news-element combinations. The respondents showed significant preference in the Significance dimension for stories with Impact over those without, and for Normality dimension stories which contained Conflict over those stories which had Oddity or Normal news elements. No statistically significant preference was shown in the Prominence dimension for stories with Known Principals over those without. In Prominence x Normality interaction, there was significant preference for stories with Known Principals-Conflict and Unknown Principals-Oddity combinations; in Types x Normality interaction, Subscriber Type III and Oddity produced a significant interaction in response on the rank order; and in Types x Prominence x Significance interaction, the combination of Editors and Impact produced a significant difference in response. The editors in the study correlated highly with the findings on other news professionals in earlier studies which used the Ward news model to measure news preferences.

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HUGO BLACK: THE FIRST AMENDMENT AND THE MASS MEDIA

Joel T. Gambill, Ph.D.
Southern Illinois University, 1973
Adviser: Clifton O. Lawhorne

The numerous opinions of Mr. Justice Hugo LaFayette Black played a significant role for mass media freedom during the thirty-four years he served as an Associate Justice of the Supreme Court from 1937 to 1971. The purpose of this study was to examine Mr. Justice Black's First Amendment opinions dealing with the mass media and to determine the significance of his service on the Supreme Court in this regard. The problem necessarily centered on Mr. Justice Black, the Supreme Court, the First Amendment, and the mass media. The interrelation of these elements was examined by compiling and analyzing Black's opinions and the relationship of these opinions to those of other justices and to the times.

The study was undertaken with the hypothesis that Black's consistency in adhering to and applying the absolutist view--and his energy in writing opinion after opinion projecting that view--was extremely significant during his lifetime in sustaining a drive by the United States Supreme Court for press freedom. A concomitant hypothesis was that Black's opinion reflected a deference to protecting mass media freedom--often at the expense of other interests--and served as an avantgarde for later decisions.

Prime focus of the study was on Black's opinions in mass media cases. Included within the scope of the mass media are newspapers, magazines, books, radio stations, television stations, pamphlets, handbills, motion pictures, and loudspeakers. The study included a biographical sketch of Mr. Justice Black with most of the emphasis here on the part of his life prior to his Supreme Court appointment. His career on the Court was broken up into three sections. The first dealt with Black's formative years on the Court from 1937 until 1950. It was during this period that Black was largely in agreement with the Court majority in the direction it took to protect freedom of the press. The second section covered Black's Court life from 1950 through 1963 when he was spelling out his absolutist interpretation of the First Amendment in numerous dissenting and concurring opinions. A third part discussed Black's zenith years on the Court, from 1964 through 1971, when the Court moved closer to Black's position. It was during this time the Court acted to protect the media's freedom by restricting the scope of libel law judgments and to make adjudging publications and films obscene much more difficult. It was also during this period when the Court adopted much of Black's position to guarantee the public's right to know. The right of the people to know was an all-important ingredient of Black's philosophy. Black's staunch support for freedom of the press was unwaivering in more than one hundred cases in which he participated.

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FREEDOM OF THE PRESS: FOUNDATIONS AND ATTITUDES

Martin L. Gibson, Jr., Ph.D.
University of Texas at Austin, 1974
Adviser: Norris G. Davis

This dissertation reports the results of a national survey of the attitudes of five demographic groups toward freedom of the press. The groups are newsmen, state legislators, high school teachers, high school students and the general public. The survey found significant differences in attitudes among the groups. Generally, all groups see in the communication media many flaws that should be corrected. Legislators and newsmen stand apart from the other groups in that they oppose legislation that would correct those flaws but in so doing would restrict freedom of the press.

These findings are worked into a framework that traces the evolution of press freedom and its philosophical bases, attempting to forecast the status of that freedom if present trends and attitudes continue.

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PRIOR RESTRAINT: RESURGENT ENEMY OF FREEDOM OF EXPRESSION

Leonard A. Granato, Ph.D.
Southern Illinois University, 1973
Adviser: Clifton O. Lawhorne

It is virtually unquestioned that the framers of the First Amendment intended that its solemn command that "Congress shall make no law . . . abridging the freedom of speech, or of the press" be taken as an absolute prohibition of prior restraints. However, a surprising number of prior restraints have been permitted by the Supreme Court of the United States.

The erosion of absolute protection resulted from a circular evolution of the rights of the government and the rights of the people with regard to freedom of expression. This evolutionary process began in the Fourteenth Century, when the Kings of England assumed an inherent right to control the thoughts of their subjects. For the next three hundred years this control increased in intensity and application. Beginning in the Seventeenth Century, the evolution turned toward a loosening of control until, in a newly independent United States of America, the control was thrown off by the adoption of the First Amendment in 1791. Since then, the evolution in America has fluctuated in periods of more or less government control, as the protection against prior restraints has been eroded.

The purpose of this study is (1) to trace the evolution of the governmental use of prior restraints from Fourteenth Century England to the present United States, to explain the present-day status of prior restraints and to determine what to expect in the future; (2) to determine what modifications occurred in post-Revolutionary America that permitted the process to permit periods of increased governmental control, and how, when, and why these modifications occurred; (3) to identify the trends in the use of prior restraints for their historical importance, for understanding of present law, and for their future relevance; and (4) to provide a comprehensive study in an effort to call attention to the resulting dangers to freedom of expression.

The hypothesis is that despite the clarity of the language of the First Amendment, prior restraint has become a major, resurgent enemy of freedom of expression.

The study is divided into four parts. Part I focuses on England and English America. This part details the beginnings of prior restraints as the Crown sought to consolidate power, the tightening of these restraints as later monarchs forged a strong national state, and the general loosening of prior restraints to meet resistance in the colonies and demands for more freedom in England.

The first Part II's two chapters deals with the evolution of prior restraints from the post-Revolution freedom through slowly encroaching controls culminating in the government seizure of newspapers during the Civil War. The second chapter sets forth the state erosion of the doctrine prohibiting prior restraints and ends with Near v. Minnesota, which struck down a prior restraint on a newspaper but denied that the First Amendment's protection was absolute.

Part III, containing two chapters, concerns the status of prior restraints through World War II and the resulting Red Scare, both of which led to increased government power to impose prior restraints on expression. It then deals with another shift resulting in relative freedom from prior restraints provided by the Warren Court. Part IV contains two chapters. The first of these chronicles the Burger Court's willingness to uphold prior restraints. The final chapter summarizes the law of prior restraint yesterday, today, and tomorrow, attempting to evaluate the law of the past in order to present alternatives and consequences for the future based on the current status of prior restraints in America.

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PRESS RELATIONS OF A LOCAL SCHOOL DISTRICT: AN ANALYSIS OF THE COVERAGE OF EMERGING ISSUES

Cornelius Donald Guenter, Ph.D.
University of Minnesota, 1974
Advisers: Edwin Emery and J.C. Sim

Press coverage of the Mounds View School District in Minnesota is analyzed as a set of time-series observations. Two independent measures are conducted: (1) The quantitative measure--coverage is classified broadly as news stories, photographs, letters to the editor, legal, editorials and features. News stories and photographs are further divided into sub-classifications according to content, and the following null hypothesis tested: There is no difference between the quantity of newspaper coverage between the pre-issue and post-issue series, at the .10 level of significance. (2) The qualitative measure--coverage is categorized from a school administration point of view as being very positive, positive, negative, very negative, or erroneous, as regards the process of informing the various school district publics about the on-going educational programs, and especially emerging issues. The following null hypothesis is tested: There is no difference between the quality of newspaper coverage between the pre-issue and post-issue series, at the .10 level of significance.

Possible shifts in the series due to the emergence of major issues and the explication of an intervention, a press conference, are observed and analyzed statistically using the integrated Moving Average Time Series Model. Evidence, if any, of significant shifts in quantity and quality of reporting are determined.

Implications for school district relations with the press are discussed, showing: (1) the apparent relationship between the amount of coverage of various educational issues that a district receives, the nature of the issues, and the district's methods of informing the press; and (2) the reliability of the press as a medium of informing the public about educational programs and related issues as they develop.

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A STUDY OF THE EDUCATIONAL AND PROFESSIONAL BACKGROUNDS OF JOURNALISM TEACHERS IN CALIFORNIA PUBLIC HIGH SCHOOLS

David Clement Henley, Ph.D.
United States International University, 1974

Adviser: James M. Thrasher

Purpose of this study was to determine the educational and professional journalistic backgrounds of journalism teachers in California public high schools. Studies conducted of journalism teachers in other states have shown that the majority of these have little or no professional journalism experience and have weak college and university experience in journalism and the mass media. This lack of journalism expertise on the part of teachers in other states has reportedly resulted in journalism programs which lack depth, direction, and professionalism. It is felt by professional journalists and journalism educators that because of the growing impact and importance of communications in the world today journalism must be taught by professionals, not amateurs.

Utilizing survey results taken in other states (no survey of this nature had been taken in California prior to this study) the following assumptions were developed:

(1) Most of this state's high school journalism teachers have little or no professional and educational background in journalism when measured against the minimum standards set by several nation-wide journalism groups and journalism educators.

(2) The teachers themselves are aware of this alleged problem and would welcome help in improving their qualifications.

The methodology utilized in the study for polling California's high school journalism teachers consisted of the mailing of a two-page, 52-question questionnaire to 300 journalism teachers randomly selected from the 1974 California Public School Directory. Schools eligible to be selected for the study were limited to those of enrollments of 1000 students or more.

One hundred and fifty-eight usable questionnaires were utilized in compiling the results. These 158 respondents represent more than 40 per cent of the 382 teachers at schools of 1000 students or more.

Results of the survey showed:

(1) Thirty-four of the 158 were undergraduate journalism majors. English majors numbered 65.

(2) Fifteen of the 158 were journalism undergraduate minors. Thirty-nine listed English and 25 history.

(3) Fifty-seven of the 158 had had no undergraduate journalism classes at all.

(4) Of the 88 who have master's degrees, nine are in journalism. Education represented 36 and English 21.

(5) More than 25 per cent of the teachers had had no professional or collegiate journalism experience.

(6) Of the 75 per cent that did, only 25 per cent of this could be considered meaningful.

(7) Although many of the teachers belong to the Journalism Education Assn. and other scholastic journalism groups, only 15 of the 158 belong to professional groups such as Sigma Delta Chi, Theta Sigma Phi, local press clubs, and the like. Only one listed membership in the Assn. for Education in Journalism (AEJ).

(8) Nearly 100 per cent of the teachers listing no or little educational and professional journalistic experience realize their handicaps and limitations and are seeking ways to alleviate their shortcomings, such as the attendance at summer workshops, reading of journalism textbooks, and the like.

The dissertations findings indicate, and the summary, conclusions, and recommendations show, that:

(1) The education and professional experience of the state's journalism teachers in journalism is low.

(2) These teachers should be required to attend journalism workshops and seminars and to upgrade themselves before they are advanced on salary scales and other promotional aspects.

(3) Professional journalistic such as Assn. for Education in Journalism, Sigma Delta Chi, etc., have been remiss in their responsibility of upgrading the journalism teachers' qualifications and having them join in their memberships and activities.

(4) High school journalism teachers in California must be allied with collegiate and university journalism faculty in the continued upgrading of their educations and professional experience.

(5) State school administrators must insist on hiring only those possessing minimal experience and/or professional experience in journalism.

(6) The State Dept. of Education, which currently is reviewing credential requirements for teachers, should devise a journalism credential which requires journalism teachers to have minimal educational and/or professional journalistic experience.

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A Q-METHODOLOGICAL STUDY OF ATTITUDES TOWARD WATER RESOURCES AND IMPLICATIONS FOR USING MASS MEDIA IN DISSEMINATION OF WATER RESEARCH RESULTS

Roger R. Kahle, Ph.D.
University of Missouri, 1974
Advisor: Keith Sanders

With the volume of research into water resources increasing each year (there were 7,298 projects in 1973), little has been done to disseminate the findings to the general public. Using Q-methodology, this study attempted to ascertain the attitude patterns extant with regard to environmental and water resources issues and to utilize this attitude information in designing an effective dissemination program through the mass media.

A Q-sort of 53 statements, taken from depth interviews, was administered to a purposive sample of 71 persons across the state of Missouri, along with a brief questionnaire and an environmental concern scale. Four basic attitude patterns were identified through factor analysis:

Ecologically Aware: The persons on this factor are personally concerned about ecology and have doubts that government and industry would be effective in tackling pollution problems. The "Ecologically Aware" want to become personally involved in solving the problems. Demographically, this factor is the youngest of the four factors, most are from urban areas, and most come from non-authoritarian religious backgrounds.

Farmers' Advocates: Though none of the persons loaded on this factor are themselves farmers, they think that the farmer is unfairly bearing the brunt of the blame for water pollution problems. Along with the first factor, the "Farmers' Advocates" are not hopeful that government and industry would solve environmental problems.

Rural Optimists: The persons on this factor are optimistic that pollution problems can be solved through laws and regulation. They sympathize with the problems industry faces in implementing environmental controls. The "Rural Optimists" come from non-urban areas and have a more authoritarian religious background.

Optimistic Professionals: The fourth factor is made up of professionals and scientists who believe that environmental problems can be solved through technology. Like the "Rural Optimists," they believe that the ecological situation is far from hopeless. The "Optimistic Professionals" are all male, urban, and are from a more authoritarian religious background than the first two factors.

Overall, there were two distinct perspectives on the environment--those who were optimistic about the future, and those who were more critically concerned, though not necessarily pessimistic. Factors I and IV were largely from urban areas, Factors II and III were from rural areas. The demographic variables most correlated to water resources attitude patterns were religious affiliation, age, and residence.

The study further showed how this attitude information could be applied to designing a dissemination of information program utilizing the mass media, with special attention to radio and newspapers.

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THE CZECHOSLOVAK PRESS AND THE REFORM MOVEMENT 1963-1968

Frank L. Kaplan, Ph.D.
University of Wisconsin
Madison, 1973
Advisor: William A. Hachten

This work focuses on the part played by the press in the Czechoslovak cultural and political revival of the 1960's. The study surveys press development and tradition but concentrates primarily on the print media's role during the liberalization and democratization phases of Czechoslovakia's reform movement, from de-Stalinization in December 1962 until the Soviet-led invasion of August 1968. It is a study of press activism during the nation's regeneration as embodied in the print media's transformation from a uniform and centrally controlled communication system into focal centers and channels of dissent and, later, into a generally united force which opposed the status quo and advocated reform.

In pursuing these aims, the study also focuses on the journalist and writer as political actors in their society and as transmitters of those humanistic and democratic values imparted to Czechs and Slovaks by their nineteenth-century leaders who, generally, were not professed politicians or statesmen but writers, journalists and scholars propelled into the political arena by necessity and steadfast adherence to their beliefs.

In comprehensively assessing the Prague Spring phenomenon and the antecedent five-year period, and exploring fully the substantial changes that occurred in the press, the study concentrates on specific propositions:

(1) The forced adoption by the Czechoslovak press of practices and organizational aspects existing in the print media of Stalinist Russia proved detrimental to the Communist cause in Czechoslovakia because it retarded, rather than advanced, the high standards and levels of professionalism already achieved in the mass communication field prior to the Communist Party's seizure of power in February 1948. (2) The attempt to fashion the Czechoslovak press into a mirror image of its Soviet model failed in the end, despite the controlled conditions under which the print media were directed in their work during the first twenty years of Communist rule. (3) During the course of liberalization, the cultural press became a major focal center of opposition through which were channeled grievances and pressures against the regime. As the pressures and demands increased, they were also channeled through the daily press and other media. The regime's unresponsiveness to this general demand for change prompted a confrontation within the Party hierarchy, resulting in a change in leadership and the implementation of democratic reforms. (4) The abolition of prior censorship proved to be a decisive factor not only in the realization of press freedom and the further progress of democratization but also in the ultimate suppression, through military intervention, of reform rule in Czechoslovakia. (5) Closely aligned with these propositions, especially the last three mentioned, have been the dominant factors of nationalism and a democratic press tradition.

The evidence presented in the study demonstrates the prominent role played by the press in Czechoslovakia's revival process, including the mass media's metamorphosis from an instrument of propaganda into a medium of information and the free exchange of ideas. In this respect, the dissertation also affirms the significant influence activist writers and journalists had on the reform movement which took hold in a society struggling to maintain a sense of national identity, morality and purpose within the confines of one-party rule based on an ideology foreign to the society's development and national traditions.

Further, the study concludes that while the abolition of prior censorship in spring 1968 and the resultant activism of a free and politically oriented press were not the sole aspects precipitating the August invasion, they nonetheless constituted one of the primary factors which influenced the decision by Warsaw Pact Leaders to resort to military force in restoring the status quo inside Czechoslovakia and, thus, safeguarding Soviet hegemony in Eastern Europe.

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A STUDY OF MEDIA USE FOR NEWS -- PARTICULARLY NEWS ABOUT INDIA -- BY INDO-ASIANS IN THE CITIES OF ITHACA, ROCHESTER AND SYRACUSE, NEW YORK: FIELD SURVEY

Thottukadavil Eapen Koshy, Ph.D.
Syracuse University, 1973
Adviser: Burton W. Marvin

The purpose of this study was to investigate the use of sources for news--particularly news about India--by Indo-Asians living in the cities of Ithaca, Rochester and Syracuse, in the State of New York, U.S.A.

In order to find answers to the main aspects of the study, the following sub-problems were investigated: From what sources do Indo-Asians get news about the United States, India and the world? What kinds of Indian news are they interested in? To what extent are Indo-Asians satisfied with the amount of current Indian news they get through the existing sources? What are the relationships between the demographic characteristics of the population and the variables under study?

Empirical data to answer these questions were gathered in a field survey of a random sample selected from the 618 Indo-Asians living in the Ithaca, Rochester, and Syracuse areas during the winter of 1971. The self-administered questionnaire was completed by 222 of the 240 respondents selected for the sample.

The findings indicate that the respondents are generally young, educated and male. They use all the U.S. media for news in general. However, they use television more for news about what is going on in the United States. Between students and non-students, a larger percentage of non-students than students watched television for news, while a larger percentage of students than non-students used newspapers for news. The majority of the population is satisfied with the U.S. media coverage of U.S. news.

The population shows high interest in all three areas of news--Indian, U.S. and World. Among these areas of news, they show a slightly higher interest in Indian news.

With regard to interest in Indian news, more than 85 per cent of the population showed a very high interest in this area. Although the interest in Indian news was independent of the demographic variables, between students and non-students, the non-students showed slightly higher interest both for Indian and U.S. news than the students.

The population indicated they relied on several sources for Indian news. The majority of the students read Indian newspapers for current news, while the majority of the non-students relied on the U.S. media, particularly The New York Times, for current Indian news. Among the U.S. media, the majority of the population also selected The New York Times as their first choice for Indian news. However, both students who read Indian newspapers and non-students who relied on the U.S. media for Indian news, were equally dissatisfied with the amount of current Indian news they got through the existing sources.

The study also shows that the reading of Indian newspapers and the degrees of satisfaction with the amount of current Indian news received through the existing sources were independent of places of residence in the U.S.A.

From the findings it can be concluded that Indo-Asians are interested in knowing what is going on in India but that the existing news sources are not providing a sufficient amount of current news. These factors combine to produce great dissatisfaction with the amount of Indian news received.

Several recommendations were made for further research. It was recommended that a nation wide survey be conducted to determine the media use habits of Indo-Asians living in other parts of the United States as well. An audience study could be conducted among a random sample of Indo-Asians to determine the possible market for a publication to provide current Indian news. A controlled field study could be another one, to determine what effect, if any, the lack of Indian news or the sufficient news has upon the Indo-Asians in their attitude toward India.

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PROGRAM ENTROPY AND STRUCTURE AS FACTORS IN TELEVISION VIEWERSHIP

Robert Krull, Ph.D.
University of Wisconsin, 1973
Advisor: Steven H. Chaffee

A mechanically coded measure of program entropy was developed in preceding papers. This measure was presumed to be tapping a dimension of programming relevant to viewers. For this to be the case, viewers would have to be able to discriminate among different levels of entropy and would be expected to select television programs on the basis of their entropy level. This paper provides some indirect validation for the discriminatory capability of viewers and examines three variables which seem to be related to the choice of programs for their entropy.

A viewer-based measure of program structure which appeared to be homologous with the entropy measures was found. The measure would provide indirect validation for viewer discrimination power if the structure scores for television shows exhibited variance and if the structure scores for shows were similar to the entropy scores.

It was argued that programs with different levels of entropy require different amounts of information processing. As a result, viewers preferring certain information processing requirements would choose programs with specific levels of entropy. Nonrandom choice of program entropy levels was taken to be an indicator of such selectivity.

Three variables were hypothesized to be related to differential selection of programs on entropy and structure by viewers: age, education and income. It was argued that the first two variables would be associated with preferences for information processing levels. Income was seen to be a confounding variable which would cloud the relationships among education, age and viewing.

The relationship between structure and entropy show scores was tested using 47 commercial prime time television series. Hypotheses regarding watching programs were based on data gathered from 147 school children and their mothers in Middleton, Wisconsin, and 450 school children in Prince Georges County, Maryland. Data on program liking were gathered from 232 residents of Madison, Wisconsin.

The measures of program structure and program entropy were found to be highly correlated. Selectivity of watching of programs appeared to be as great for entropy as for structure. However, liking of programs seemed to be more diffuse for both entropy and structure, which runs counter to expectations.

The relationship between age of viewers and the amount of viewing was found to be curvilinear with peaks prior to adolescense and into middle age. The relationship between education and the amount of viewing was found to be negative. The relationship between income and amount of viewing was negative, but much weaker than expected. The same pattern of relationships was found for the degree of liking of television.

The relationships between education and the levels of structure and entropy viewed were found to be negative. The same held true for liking of entropy and structure. Income was found not to be related to the levels of entropy and structure for either viewing or liking.

For one of the factors of the entropy measure and one of the factors of the structure measure, the relationship between age of viewers and the viewing was as expected. Viewers in their middle twenties watched the highest levels of both. Again, the same pattern held for liking of programs. The other factors of both the entropy and structure measures were not found to be related to the of viewers. This was true for both viewing and liking of programs.

It was concluded that viewers are able to discriminate among levels of program entropy and structure. Education is consistently related to both liking and viewing of programs. The age of viewers is related to the choice of programs in the predicted way, although there are some inconsistencies. Income was consistently found not to be related to viewing behavior.

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A PROFILE OF THE BLACK NEWSPAPER OLD GUARD: BLACK JOURNALISTS REFLECT ON THE PAST, PRESENT AND FUTURE

Henry George La Brie III, Ph.D.
University of Iowa, 1972
Adviser: Harry Duncan

Dating from 1827, the black newspaper has been an active member of the American press for almost 150 years. During this period, numerous men and women have dedicated their lives to maintaining an active black press in the face of many hardships.

Yet, the writings of journalism, until the late 1960's, neglected not only the mention of this group, which the author has come to refer to as "black Pulitzers and Hearsts," but also the entire story of the growth and development of the black newspaper.

It was the author's contention that much more would be available on the black newspaper had someone taken the effort to interview the Vanns, Murphys, and other outstanding black journalists before they passed on. The author recognized that in 1971 another generation of the so-called "old guard" was still available to the press researcher and that before they too died, it would be valuable to visit with them and tape record interviews with these men and women.

With the help of the black publishers and editors, an initial list of 54 prominent black journalists was comprised. Unfortunately, two of the men on this list, L.E. Austin of the Durham (N.C.) Carolina Times and J.S. N. Tross of the Charlotte (N.C.)Post died soon after arrangements were made to meet with them.

In all, 83 participants were interviewed with over 50 per cent being considered as members of the "old guard" (over 60 years old). The interviews took place in 41 cities between April, 1971 and June, 1972 with the most intense research being directed during the Summer of 1971. Between June 1, 1971 and August 29, 1971, the author visited 39 cities to conduct the bulk of the interviews.

Three other related projects involved visiting many of the newspapers themselves, doing research at several black university libraries and interviewing several scholars who had researched or were currently doing research on the black newspaper.

The entire study was jointly supported by the Ford Foundation, the University of Iowa School of Journalism and the author.

The participants overwhelmingly agreed that a viable black press does indeed exist in America distinguished from other media in its goals, staff, operating conditions, audience and news focus.

Most agreed that "black press" refers to black newspapers. And, that a black newspaper does not have to be black-owned; the critical distinction is made after examining whether the paper is discussing the problems within the black community and offering positive programs of change therein.

With few exceptions, the interviewees predicted a bright future for the black newspaper and most saw no comparison between it and the foreign-language newspaper. Much of the optimism was based on the conviction that beyond reporting much news that the daily press is unable to report, the black newspaper offers an alternative way of looking at the major national issues all Americans are interested in.

Although optimism prevailed about the future, most agreed that the day of the large circulation weekly had passed. There will be more newspapers with smaller circulations; the black newspaper will be, if it is not already, an integral part of the country's community press. Further, while there may be a need for more black dailies, the majority of interviewees felt strongly that the black press would remain a weekly press.

Questions relating to journalism and the role of the reporter suggested that the operations behind the black press closely resemble those behind the establishment press. The black reporter seeks information, relies on sources, is guided by the truth-ethic, meets deadlines, and is aware of the personal and public responsibilities expected of the reporter. Differences do exist, but in degree only: deadlines are more flexible; some sources are harder to reach, some easier; economic restrictions--which have affected the growth and scope of all media--seem to have had a more profound impact upon the journalistic role of the black newspaper in press history and the development of America, than upon the establishment press.

The author visited the offices of 86 black newspapers and three magazines. While the magazines all had adequate to lavish facilities, the newspapers operated under a wide range of conditions. Many of the offices were located in urban renewal sections of cities; others, mostly shoppers, were set-up in a storefront setting in shopping centers; still others, the exceptions, had elaborate plants containing the newest offset machinery. Most of the papers were sent to commercial printers and a January, 1972 survey disclosed that only 37 of 209 black newspapers actually had their own printing facilities.

New material which was uncovered at several black university library collections as well as additional material found during the course of dissertation research is included in an expanded bibliography. The author was surprised to find numerous articles in early issues of Negro Digest, Crisis, Freedomways, Opportunity and other black magazines which had been deleted from the available working bibliographies on the subject.

All of the scholars interviewed shared the author's conviction that very little research had been done on this subject and it was for this reason that each eventually investigated the subject. However, unlike the large majority of the practitioners, several of the researchers were pessimistic about the future and subscribed to the theory that the black papers were "driving nails into their own coffins" and slowly putting themselves out of business.

The broad conclusion of the research was that these men and women did indeed contain a wealth of information. Their stories about black newspapers are valuable and insightful because of the individual interpretation each lends to the subject based primarily on devotion rather than personal gain. Regretfully, we have ignored and neglected their talents in years past and this error in judgement is confirmed by the tapes and transcripts gathered during this project.

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INTRA-FAMILY COMMUNICATION OF ETHNICITY

John Douglas Leckenby, Ph.D.
University of Illinois, 1974
Advisor: Rita James Simon

The problem examined in this study relates to child identification with the ethnic group of the parent. Factors which appear to encourage a strong sense of ethnic identification on the part of the child are examined in samples drawn from two ethnic groups in Atlanta, Georgia, and interviewed during October, 1973. Female interviewers of Jewish and Greek origin conducted personal in-home inquiries with 75 Jewish and 75 Greek American parents and their children. The total number of subjects interviewed was 300.

The parent questionnaire contained five sections and generally required about one hour for completion. These sections requested information about the parent's parents, the parent's own childhood experiences in relation to ethnicity, the parent's ethnic identification strength, questions about the child in relation to ethnicity, family communication items, time orientation questions, the usual demographics, and questions relating to media, school, and other institutional experiences. The child questionnaire contained three parts and usually required fifteen to twenty minutes for completion. It requested the child to give information on the child's own beliefs, feelings, and practices with respect to ethnic matters, the child's perception of the parental relations to ethnicity, information about significant others of the child, identification items, family communication items, media habits, and such questions as those on marriage which relate to the future of the child and the group.

The findings show that in both of the sample groups the children tend to identify with the ethnic group as strongly as their parents. One of the principal socialization factors underlying this strength of identification appears to be family communication patterns of a concept-oriented as opposed to a socio-oriented structure. Concept-oriented communication patterns are characterized by positive constraints which enable the child to develop his own views of the world. The child raised in such an environment is urged to consider more than one side of an issue, socio-oriented communication, on the other hand, is characterized by relations which produce deference to others and foster harmony and pleasant social relationships. Those families found to have high concept orientation also tended to have children with high ethnic identification. In addition, it was found that those children who chose their parents as authority sources in matters of out-group dating tended to identify strongly with the ethnic group. Those children who chose their parents as most significant others also tended to identify highly with the ethnic group. Those parents who tended to have a time orientation in the past tended to have highly identified children. High ethnic identification of the child was also related to the practice of religious activities in the home. As expected, difficulty with out-group peers accompanied high child identification. Finally, those parents who identified strongly with the ethnic group tended to have children who also strongly identified with the group.

The above factors in conjunction with other items ascertained in the questionnaires were analyzed in terms of comprehensive models of child identification processes. Path analysis was utilized to analyze the postulated system of processes. The findings show similarity of communication processes of ethnicity in the two groups examined about two-thirds of the time in the relationships studied. The prospects for ethnic group continuity were examined in a discriminant analysis of factors underlying feelings of the child toward inter-marriage.

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MONOSERIF: AN HISTORICAL REVIEW OF THE TECHNICAL DEVELOPMENTS AFFECTING THE DESIGNING OF TYPEFACES

Carl Floyd Loomis, Ph.D.
Syracuse University, 1974
Adviser: C. M. Matlock

The physical act of reproduction printing is basically a mechanical procedure. Because of this, the designing of the typeface involved in it has always been affected by the methods used to transfer the original design to a form compatible with the reproduction process.

This paper reviews historically the major technical developments in the manufacture of type and the effect they had on the type designers of that time. The developments reviewed are: Chinese block printing, Gutenberg's procedure for casting movable types, the pantograph-router for manufacturing wood type, the Benton Machine for engraving punches and matrices, and the Intertype 'Fotosetter,' which made phototypesetting palatable to a printing industry geared to hot-metal composition.

This is followed with a discussion of some possibilities arising from a marriage of computer technology to typedesign and manufacture.

A final chapter describes the design of a monotonal typeface with a pronounced serif, called 'Monoserif,' and constructed using techniques applicable to computer programming.

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CORRELATES OF PROFESSIONALISM AND NEWS PERFORMANCE: ATTITUDES AMONG TEXAS NEWSMEN

Harry Dean Marsh, Ph.D.
University of Texas, 1974
Adviser: Werner Severin

Research into professionalism among newsmen has supported a relationship between professional attributes and high levels of news performance. This research seeks a causal relationship for this phenomena in the possible reduction of the extraneous influences on newsmen in the performance of their duties. Specifically, through the use of an established professionalism index and established Semantic Differential instruments for the measurement of newspaper and television concepts, the study seeks to examine the possibility of reduced influence by bureaucratic and technical attributes of mass media channels (daily newspapers and television stations) on news gatekeeprs (Texas newsmen) in their attitudes toward news performance when professional attributes are present. Support for this view was obtained from [illegible] data, although attitudes toward newspaper news performance were more clear cut and were more greatly influenced by professional attributes than were attitudes toward television news performance.

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APPLICATION OF A TRANSACTIONAL MODEL TO ADVERTISING MESSAGES

Charles Henry Martin, Ph.D.
University of Texas, 1974
Adviser: Ernest A. Sharpe

Psychological models of personality have often been used as constructs to explain communication behaviors. With this as rationale, the study focused upon application of a neo-Freudian transactional model to advertising messages concerning consumer products.

The essential research question was: Do the behavioral modes as postulated by the model exist, with significantly differing effects, among differing personalities, in relation to varying messages and products? The essential paradigm (Parent-Child-Adult) of the transactional model called for ordinal relationships between the personality components, in which at any point in time, one component or mode was dominant and deterministic of the behavior of the individual. Further, messages were cast into such regular categories, and included three singlemode messages and three bi-mode messages.

For the main study, a personality inventory test was constructed through cluster, factor, and item analysis techniques. A large number of behavioral statements were obtained and refined into a thirty-item, seven-point, Likert-scaled Personality Mode Test, having ten items loading on each personality mode, as factors. Sixty-seven subjects were utilized in achievement of the test instrument.

Also developed were a series of self-report message tests, utilizing six message choices concerning thirty consumer products, ten in each transactional mode. A Likert-scaled "intensity" score was obtained for each message chosen as "more effective." A total of 391 subjects was used for the main study.

Statistical analyses included conservative ordinal scaling procedures, involving three-way cross tabulations; rank-order correlations; and a more powerful partial correlation analysis.

In summary, it was found that certain orderly relationships appeared between personality modes and message choice behaviors, in relation to consumer products.

In comparison of single-mode messages versus bi-mode messages, evidence was obtained that indicated complex relationships existing between such categories and personality modes,

For the population tested, message mode seemed to be the principal contributer to the effects noted. Further, product categories seemed even more stable than did personality categories.

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NETWORK TELEVISION DOCUMENTARY TREATMENT OF THE VIETNAM WAR, 1965 TO 1969

Thomas M. McNulty, Ph.D.
Indiana University, 1974
Adviser: G. Cleveland Wilhoit

Network program policy, production, and content of ABC and CBS documentaries and special news broadcasts about the Vietnam War during 1965 to 1969 are studied. Interviews and documentary evidence are used to describe network program policy and production. Content analysis of program transcripts is used to determine which aspects of the war were presented, network attitudes toward the war, and comparative uses of news sources.

Results: Organization of the network Vietnam program production units differed sharply. At ABC the producers had greater scripting and filming autonomy and worked with larger staffs than CBS. Vietnam correspondents for ABC remained in Southeast Asia for longer periods than CBS personnel. Correspondents from both networks perceived they had journalistic freedom in their war reporting, limited only by the common network prohibition against editorializing.

ABC gave significantly more documentary coverage than did CBS to the American military in Vietnam and to the domestic repercussions of the war. CBS gave significantly greater coverage than did ABC to analysis of American policy in Vietnam and to war history. No significant differences appeared in the networks' coverage of the North Vietnamese, Viet Cong, the South Vietnamese, and foreign perspectives on the war.

During the 1965 to 1967 program period, minimal attention was given by both networks to battle action. In its 1968 and 1969 Vietnam programming, CBS focused on the North Vietnamese, VietCong, and American policy respectively. These program emphases were directly related to the Tet offensive of 1968 and the beginning of American military withdrawal from Vietnam in 1969.

ABC consistently relied on American experts in the fields of politics, history, economics, and journalism. American military personnel and American civilians were the next highest ranked non-network sources by proportion of assertions in ABC programs. CBS relied heavily on Administration spokesmen and U.S. senators during the 1965 to 1967 program years. In 1968 and 1969, CBS displayed a dramatic change in its use of non-network sources, relying almost exclusively on its own correspondents.

The commentators of both networks appeared to be carefully balanced in their evaluative statements about American policy in Vietnam, except during 1966. In that year, ABC and CBS commentators displayed very positive attitudes toward American policy. ABC news sources tended to be balanced in evaluation of the U.S. role in the war. CBS sources tended to express positive attitudes toward American policy during the time period studied.

The basic conclusion is that major events of the Vietnam War, rather than a point-of-view developed consciously by the network news organizations, dictated the theme and tone of network documentary coverage of the conflict.

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MASS COMMUNICATION ON THE CAMPUS: A DESCRIPTIVE AND CAUSAL ANALYSIS OF INFORMATION-SEEKING AND POLITICAL BEHAVIOR DURING THE 1972 PRESIDENTIAL CAMPAIGN

Leslie Edward Mullins, Jr., Ph.D
University of North Carolina, 1974
Adviser: Maxwell E. McCombs

The communication behavior of a homogeneous, random sample of undergraduate students (N=292)--all first voters in a national election--was studied intensively in the period just prior to the 1972 Presidential election.

The emphasis was on the relationship between mass media use and political interest and participation. Students preparing to vote in their first national election were found to prefer printed sources for campaign news over broadcast sources. Overall, their use of the commercial mass media was lower than that of the "typical" adult.

A hypothetical model employing an information-seeking research strategy was postulated and tested. Major concepts involved the degree of integration into campus interpersonal communication networks, general motives for using the mass media, political interest, political information-seeking via television and print (news magazines and newspapers) and political activity.

The use of Simon-Blalock causal analysis and path analysis supported a sequential model leading from social integration to political activism with political interest and information-seeking as intervening variables. Effects were partitioned into direct and indirect effects. Principal direct contributions to an intensive particpation in politics by the students were liberal political ideology, frequent discussion of politics, interest in the campaign and use of newspapers and news magazines for following the campaign.

The model was ambiguous with regard to the placement of political interest (principally interest in the current campaign) and media use. A hypothesis of reciprocal causation between the two is suggested by the results of this study, although the predominant causal direction seems to be from political interest to media use.

Standard demographic variables added virtually nothing to the explanation of political information-seeking and political activism, the two major dependent variables in the study. Education (year in school) was related to frequency of exposure to the mass media but unrelated to the other key variables. Incomes, major, place of residence, and sex, though showing some relationship with exposure (statistically non-significant for the most part)were not related to selection of political and public affairs materials or level of political activity.

In a supplementary portion of the study, dealing with the agenda-setting function of the media, the mechanism through which the media raise the salience of campaign issues were analyzed. Television emphasis seemed to be responsible for the No. 1 issue, but newspapers for the secondary and tertiary issues.

Students making relatively extensive use of the mass media were more likely to reflect the agendas of the media than those using the media less. But frequency of inter-personal communication also contributed to the agenda-setting effect, which was determined by matching the media agendas with the agendas of the students, stratified along a number of personal and media communication characteristics.

Principal methodologies employed in the research were survey research, content analysis, and causal analysis.

THEORETIC AND STRATEGIC BASIS FOR DEVELOPMENT OF A DISCOVERY PROGRAM IN HUMAN COMMUNICATION

Sharon M. Murphy, Ph.D.
University of Iowa, 1973
Advisor: Malcolm S. MacLean, Jr.

The dissertation presents a conceptual framework for a problem-oriented discovery program which explores relationships between communication and learning. It introduces and organizes strategies and illustrations which form a model learning program which (1) enhances possibilities for learning during the time formally called learning or education; (2) provides carryover for lifelong learning habits; and (3) views teachers as participants in learning processes rather than as outsiders who dispense answers.

The literature review focuses on materials presently available for secondary school study of communication, taking a critical-reportorial approach, considering both content and approach.

As a conceptual framework for study of human communication, the dissertation presents an inventory of 24 statements about human communication and develops 9 of these into a sample discovery program appropriate for secondary schools. Strategies employed in development include Observation of the statement; Consideration in the form of a series of questions; Interface with the statement embodied in everyday experiences; Evaluation of performance in the Interface; Simulation; and the keeping of a Journal. The sample discovery program is directed to students ready to be handed to them as the actual materials and instructions to be used, individually or in groups. These strategies and the rationale behind them, as well as ways of further developing them, are studied later in the dissertation, with approaches to implementation in classroom settings, with further problem-oriented curriculum efforts suggested by the dissertation.

HARRY S. TRUMAN AND PRESS OPINION: 1945-1953

Randall L. Murray, Ph.D.
University of Minnesota, 1973
Adviser: Edwin Emery

This study is a critical examination of newspaper opinion of a controversial President in a complex post-war period at a time when professional editorial writers were giving unprecedented attention to their product. It is divided into four broad areas of consideration: (1) a discussion of how newspaper opinion came to the President and what attitudes Mr. Truman expressed about the press and about press opinion of him and his policies, (2) an examination of actual press opinion of his foreign policy by eight selected newspapers, (3) an examination of press opinion in these same newspapers on subjects of war and national defense, and (4) an examination of opinion in these papers on selected aspects of domestic policy.

The sample of newspapers consisted of five that Mr. Truman was known to have read on a regular basis, two major metropolitan dailies from his home state and one leading representative of the isolationist press. They included the New York Times, the New York Herald Tribune, the Washington Star, the Baltimore Sun, the St. Louis Post-Dispatch, the Kansas City Star, and the Chicago Tribune.

This study focuses on the influence of prestige press opinion on decision-makers, specifically here, the President of the United States. Editorial opinion was defined as that material traditionally placed on the editorial page so as to be considered the opinions of the publisher.

Evidence strongly suggests that Mr. Truman's chief source of newspaper reports and opinion was his own personal reading. The President's briefings by staff were oral and informal. Written briefings came to him in the form of clippings in an unsystematic, informal way as well.

Mr. Truman's own statements about the press suggest ambiguity. But he was, in sum, similar to other Presidents and other public officials in his desire to enjoy a "good press."

The newspapers that President Truman read supported all of the historic programs that gave direction and shape to the new policy of American internationalism following World War II. Only the Chicago Tribune retained its traditional isolationist position throughout this period. Editorial comment tended to a substantial degree to support the President and the administration in the areas of war and national defense. For the domestic issues examined--labor policies, civil rights, farm program, loyalty/security, and corruption--editorial support in the newspapers the President read was the exception, not the rule.

The editorials, themselves, were found to be less than adequate. They might have been more useful and readable had they offered the President greater perspective, more facts and figures--including opinion poll data--in support of editorial positions, alternatives to public policy, and greater insight into the President himself.

There seems to exist a strong case for saying that Mr. Truman was not greatly influenced by newspaper opinion. He never expected to attain the public popularity of Franklin D. Roosevelt, himself treated critically by much of the press. President Truman discovered in 1948 how one-sided newspaper editorial endorsements could become. It was his norm. He became accustomed to newspaper opposition. On balance, he was a strong man with a strong sense of himself and his office. His large decisions and his petty blunders were the stuff of an original. Things were only "right" when he stood on one side of an issue and the newspapers stood on the other.

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FEDERAL CENSORSHIP OF COMMUNIST POLITICAL PROPAGANDA AND THE FIRST AMENDMENT: 1941-1961

Alex Nagy, Ph.D.
University of Wisconsin, 1973
Adviser: William A. Hachten

This study has been an effort to trace U.S. suppression of Communist political propaganda from abroad during 1941-1961. A major part of the study focused on the Post Office Department and the Bureau of Customs since these two agencies were responsible for censorship operations at various times in varying degrees. The attitude of Congress toward Communist propaganda and its perception of the harmful effects of propaganda also were investigated. Efforts were made to assess the role of the State Department and the Justice Department in policy considerations involving the suppression of Communist propaganda.

It was found that during 1941-1961 the Post Office did not repeat its World War I role as the seat of reaction against unpopular opinions. Subject to constant review by the State and Justice Departments, the censorship of Communist mail was too closely linked to international politics to be left solely in the hands of Postal officials. Furthermore, many influential members of Congress regarded Communist propaganda as worse than junk mail and they were instrumental in the development of the enforcement program which evolved in the 1950's. While Congress repeatedly emphasized that it was opposed to censorship, some lawmakers continually proposed legislation so blatantly unconstitutional and administratively unfeasible that at times they overlooked the Attorney General's responsibility to not only protect the government from subversion but also to safeguard and to preserve those rights guaranteed to the people by the Constitution.

Siebert's proposition that the area of freedom contracts and the enforcement of restraints increases as the stresses on the stability of the government and of the structure of society increase seems to hold. The study indicates that the mood of the nation was a contributing factor in the degree of propaganda enforcement.

The proposition that few individuals and groups endorsed freedom of expression as it related to Communist propaganda was also borne out. At hearings on anti-propaganda legislation, such groups as the American Civil Liberties Union and the American Communist Party were pitted against veterans and nationality groups which appeared to be interested in preserving values, but none as immediate as freedom of expression.

At the same time, there is reason to believe that the U.S. press seemed to accept the principle that the First Amendment protected only the publications of democratic institutions. Most American publications found it difficult to relate how the seizure of Communist propaganda from abroad might someday be connected to the loss of their mailing permit or confiscation of their editions for criticizing a government policy or a political figure.

Other constitutional implications of the study suggest that the right of federal officials to interfere with the mail connotes the power to destroy and to severely restrict the free dissemination of ideas. Moreover, the ability of the government to moot repeatedly every legal challenge to the censorship policy by delivering confiscated propaganda mail implies a need to devise methods for improving judicial performance in this area.

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NATURAL ORDER IN COGNIZING AND CLAUSE ORDER IN THE SENTENCING OF CONJOINED EXPRESSIONS

Gordana Opacic, Ph.D.
University of Illinois, 1973
Adviser: Charles E. Osgood

The basis of the study is Osgood's theory of pre-linguistic cognitive structures, which are assumed to underlie the use of language. The linguistic structures that are dealt with are those in which two clauses--in Osgood's terms, representations of two simple cognitions--are conjoined by and or but, or their functionally equivalent adverbials such as after, before, since, therefore, and although.

According to theory the underlying ordering of simple cognitions within complex cognitions corresponds to that which most frequently occurs in pre-linguistic experience with perceived events. This study attempts to determine if this "natural" order of cognizing influences the form of linguistic utterances, i.e., clause order in the sentencing of conjoined expressions.

A system of conjoining and semantic analysis of modes of conjoining was formulated. Explicit postulates of "natural" order for all modes of conjoining were made.

To test the "natural-order" hypothesis native speakers of English were presented pairs of clauses (in theory corresponding to simple cognitions) and given possible adverbials to use in conjoining them. Materials were to represent all modes of conjoining postulated in the theory. It was hypothesized that if the presumed natural ordering of underlying cognitions has psychological reality, subjects will require less time when they produce sentences with natural order than when they produce sentences with unnatural order of cognitions. Pairs of clauses were presented subjects in an above-below fashion with the vertical order of clauses balanced across the subjects. It was expected that reversal of presentation-order will more often be done to obtain natural ordering than vice versa.

Data were obtained from fifty-five subjects, all native speakers of English. Major latency and frequency results show that (1) for simple Junction mode any ordering of clauses is equally natural, as is expected from theory; that (2) for complexes conjoined by "underlying" ands and buts and "substitutable" adverbials--where only natural order of cognitions was postulated--mean reversal times were much shorter than for simple Junction, indicating that naturalness-of-order factor contributes to faster responses with complexes where there is only one, natural order postulated; and that (3) the ways in which conjoiners that allow both natural and unnatural ordering were used indicated cognitive salience and preference for forms with natural clause ordering.

Experimental results generally confirm the "natural-order" hypothesis, and are taken as evidence for the psychological reality of the proposed natural ordering in underlying cognitive structures and for a direct relation between cognizing and sentencing.

Implications and suggestions for psycholinguistic research in the domain of complex sentences are given. It is suggested that the phenomena explored here for English would be expected to have universal expressions, and that sentence forms corresponding to natural ordering should precede the more complex ones (those which less closely correspond to the underlying structures) in language development.

The present research provides good evidence that cognitive processes which are involved in non-linguistic behavior--processes that can explain comprehending the meanings of non-linguistic signs and their interactions in perceived events--may be the very mechanisms which can also explain the understanding and creating of linguistic messages.

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SYSTEMS AND COMMUNICATION CONTROL: AN ANALYSIS OF THE PROCESS OF EVALUATING FILMS ON DRUG ABUSE

Ronald Elroy Ostman, Ph.D.
The University of Minnesota, 1974
Adviser: Phillip J. Tichenor

A field experiment gathered questionnaire information from 125 respondents, members of diverse drug education groups in the Minneapolis-St. Paul, Minnesota, metropolitan area. The respondents viewed and evaluated four drug education films.

The main research questions were how the message evaluators made decisions about the educational messages and which criteria for evaluation were related to the decisions.

Among major hypothesized determinants of the specific positive and negative communication control decisions were the social and psychological variables of positive and negative general communication control orientations, purposive orientation regarding drug abuse as a severe social problem and systemic characteristics of evaluators, including whether their occupation was related to the issue-area, personal interaction with those in the potential audience age group and the nature of the drug education group. "Positive" refers to tolerant orientations or decisions, while "negative" refers to restrictive orientations or decisions.

The educational messages varied on characteristics such as level of emotional appeal and the presentation of technical and social personal information.

A communication control model specified outcomes, a series of decisions about the educational messages. Examples of the decisions are "The film should be used" (in a classroom, for example) or "The film was poor." The model is based on consistency theory and the social-judgment-involvement approach. It does not depend heavily upon the manipulated message, but predicts similar outcomes regardless of the particular message.

Findings show an inverse relationship between positive and negative general communication control orientations. Specific communication control decisions are also consistent, in that positive is related to positive and negative to negative, but positive is inversely related to negative.

General communication control orientations are not consistently related to specific communication controls of educational messages relevant to a specific issue-area.

Message evaluators' specific communication controls of issue-area educational messages tend to be consistent from message to message.

Message evaluators whose occupations are substantially related to the issue-area discussed by the educational message tend to make more negative communication control decisions than those whose occupations are not particularly related to the issue-area discussed by the educational message.

Message evaluator's personal interaction with an age group forming the potential audience subsystem for an educational message does not tend to be related to specific communication control decisions.

Individuals and groups vary in general purposive orientations and in opinions concerning solutions to issue-area problems. However, the individual's position on the issue-area as a severe problem does not tend to be related to the specific communication control decision made regarding a relevant educational message. Groups vary in orientations such as positive and negative communication control orientation, orientation regarding drug abuse as a severe social problem, and in perceived solutions to the issue-area problems. Groups make significantly different specific communication control decisions regarding educational messages relevant to the issue-area. If the group is purposively oriented toward education as a means of preventing negatively defined issue-area problems, they are more positive in their specific communication control decisions than groups purposively oriented toward treatment and rehabilitation of individuals with negatively defined issue-area behavior.

A wide variety of specific criteria for evaluation for evaluating an educational message related to an issue-area are related in a consistent manner to the specific communication control decisions made by message evaluators. For example, an educational message perceived as competent in technical and production characteristics will tend to be positively controlled.

The systemic characteristics of sex, level of education and age also relate to the control decisions. Support is established for consistency theory and social judgment-involvement approaches. However, the structural variables are better predictors than are social psychological variables.

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A READERSHIP MODEL OF NEWS VALUES

Thomas Mario Pasqua, Jr., Ph.D.
University of Texas at Austin, 1973
Adviser: Jack L. Whitehead, Jr.

The dissertation study used the semantic differential to analyze reader perceptions of twelve different news stories through factor analysis. Six stories from the Austin Statesman were evaluated by an Austin sample. Six additional stories from the San Diego Union were evaluated by a Chula Vista, California, sample. All data across newspapers and subjects were pooled into a grand factor analysis. As predicted, a nine-factor resolution emerged. Through multiple regression analysis weights were attached to the Austin scores in order to predict Chula Vista scores. The model success was determined by the correlation of the Austin prediction with the San Diego actual factor weighting.

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THE RELATIONSHIPS BETWEEN ACCURACY IN ROLE-TAKING AND IN ESTIMATING THE "GENERALIZED OTHER" IN FOUR ACADEMIC DEPARTMENTS

Morris Peterson, Ph.D.
Southern Illinois University, 1973
Adviser: Godwin C. Chu

The study was an exploration of role-taking accuracy and the "generalized other" accuracy as they occur within an academic department. Instruments were delivered to 80 full time faculty members in four departments at a large, public university in the Midwest; 45 subjects were used for hypothesis testing. Using standard survey techniques, the study investigated a static point in the theoretical process whereby an individual assesses the attitudes held by significant others in a propinquitous group and the attitudes held by the department as a unit. The study was an examination of two concepts in the symbolic interactionist theory of G. H. Mead.

The findings support previous studies indicating that the level of influence held by an individual within a primary group is inversely related to the degree of accuracy in role-taking; that is, social structure characteristics can be used to predict differences in role-taking ability. It was found that low influentials are more accurate in the prediction of attitudes held by high influentials. The correlation means were 0.647 and 0.382, respectively. The significant relationships of the reference group variables --orientations to the university and to the department--suggest possible causal factors that affect the relevance of influence as an intervening variable.

Stepwise multiple regression was used to test the hypotheses: (1) that role-taking accuracy is inversely related to influence, length of employment, status (rank), and exterior reference group affiliations, and positively related to communication with colleagues and to the department as a local reference group; and (2) that the "generalized other" accuracy is positively related to influence, length of employment, status (rank), and communication with the department chairman. Correlation coefficients between predicted and actual responses to eight attitude items concerning higher education issues were used to determine the levels of accuracy for each individual on the dependent variables.

For the role-taking accuracy equation, eight variables were included in a model that accounted for 36.1% of the variance with an F of 2.541, $df_{8,36}$, $p<.05$. However, only two variables independently contributed a significant amount of variance. The influence index, which accounted for 11.2% of the variance and was assigned the largest beta weight, -0.567, had an F of 2.418, $p<.05$. The reference group variable of orientation to the university, accounting for 12.1% of the variance, had an F of 7.556, $p.<.001$, but it was in the opposite direction hypothesized. The beta weight, 0.523, was the largest positive weight. Other positive beta weights were assigned to self-assessed influence, communication with colleagues, and time employed at the university. Negative weights were assigned to rank, orientation to a discipline, and communication with the department chairman. Only the influence index and rank held significant simple correlations with the dependent variable, -0.335 and -0.323. However, the partial correlation of orientation to the university was 0.370 when the influence index was controlled on the initial step; the simple correlation had been 0.105.

None of the relationships hypothesized for the "generalized other" accuracy (prediction of the attitudes held in aggregate by the department) was significant; however, other-assessed influence was in the direction predicted. In the final equation, seven variables accounted for 31.4% of the variance with an F of 2.418, $df_{7,37}$,$p.<.05$. Four of the variables were significant at the .05 level. Time employed at the university, which accounted for 9.1% of the variance and was assigned a beta weight of -0.478, had an F of 7.236, $p.<.025$. It had a significant simple correlation of -0.301 with the dependent variable. Communication with the chairman accounted for 6.7% of the variance and received a beta weight of -0.278. It had an F of 3.760, $p.<.05$. Orientation to the department accounted for 6.3% of the variance and was assigned a beta weight of 0.364. The F was 3.931, $p.<.05$. Orientation to the university accounted for 5% of the variance and had a beta weight of -0.287. The F was 2.479, $p.<.05$. Negative weights were assigned to communication with colleagues and self-assessed influence.

A COMPARISON AND CONTRAST OF THE LIBERTARIAN AND SOCIAL RESPONSIBILITY THEORIES OF THE PRESS BASED ON UNITED STATES SUPREME COURT DECISIONS

Ricky D. Pullen, Ph.D.
Southern Illinois University, 1973
Adviser: Clifton O. Lawhorne

After the enactment of the First Amendment in 1791, freedom of the press generally was characterized in libertarian terms, terms that were especially dogmatic through the nineteenth century. But during the twentieth century, there have been indications of dissatisfaction with the performance of the nation's "libertarian" press. This criticism became pronounced near the turn of the century and, to an extent, culminated in 1947 when the Commission on Freedom of the Press conducted an extensive study which recommended responsibility on the part of media owners. The Social Responsibility Theory of the Press, which before had been only a nagging idea, evolved from this criticism and study.

The idea that the press is in any way responsible to the government or society is in direct contrast to the libertarian idea incorporated in the First Amendment that government and society should have no control or power to manipulate the press. Hence, it was the purpose of this study to identify any emerging trends of legal rationale in United States Supreme Court decisions which imply that newspapers actually do have a responsibility to society and government, whose duty is to protect societal interests. A concomitant purpose was to identify libertarian trends in Court opinions establishing newspapers as independent and free from controls.

This study was begun with the hypothesis that dicta and holdings of the United States Supreme Court's First Amendment media cases indicate that the press is obliged to promote democratic processes and public enlightenment according to the social responsibility theory. Research did not refute this hypothesis. Although the Court has held that a newspaper is a private enterprise and must be allowed to operate freely, there is strong evidence that the Court has become more cognizant of the press serving with a duty to enlighten the public, service the political system, and safeguard civil liberties.

Therefore, this study found that the Court has weighed the libertarian ideal of a totally free press against publications' responsibility of maintaining social and governmental interests. This evidence of Court balancing, in effect, clearly establishes that the social responsibility theory, that holds "one's right to free expression must be balanced against the private rights of others and against vital social interests," has been practiced by the Supreme Court from its early days to the present.

There is little doubt that holdings in which the Supreme Court limits or restricts the press in favor of protecting certain societal interests are in direct conflict with the Libertarian Theory of the Press. Rather than provide the press with freedom from controls or manipulation as the theory suggests, the Court at times has subordinated press freedom. Furthermore, there appears to be a considerable body of common law--a truly legal basis--for the Court's utilization of social responsibility tenets to subordinate press freedom. Such subordination in most cases, is based on shifting interpretations of the outer limits of the guarantee of freedom of speech and press provided by the First Amendment. Interpretation of this guarantee varies accordingly with the makeup of the Court and the societal pressures that prevail, thus giving reason for vacillation in Court opinions through the ages.

The study concludes that the Supreme Court will continue to balance societal and governmental interests against press freedom. And so long as this balancing is used by the Court, freedom of the press as defined by libertarians will compete with a freedom of the press as promoted by advocates of the social responsibility theory. Yet, there is no hard and fast rule that will be followed in weighing these interests.

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CHARACTERISTICS OF INTERPRETATIVE NEWS: NEWSMEN'S PRIORITIES

George Roger Rhoades, Ed.D.
Oklahoma State University, 1973
Adviser: Walter J. Ward

Scope and Method of Study: This study investigated decisions of 10 news editors in Oklahoma and Utah as they rank ordered 32 news stories. The newsmen were given the stories to Q-sort along a continuum from "most explains meaning of news event" to "least explains meaning of news event." The stories contained characteristics of interpretative news and were prejudged by a panel of four judges to confirm the interpretative news characteristics in the stories. Independent variables were the interpretative characteristics. The 32 stories contained all possible combinations of the four characteristics under study. The characteristics were Background, or historical events preceding news event; Reporter's Opinion on Cause-Effect Relationships; Reporter's Opinion on Speculation about Future; and Commentary by Others, or quotes from persons associated in some way with the news event. The dependent variable was the score assigned to each story by the newsmen. Correlations, linkage analysis and factorial analysis of variance were performed on the scores.

Findings and Conclusions: Analysis found high over-all agreement among the 10 respondents, indicating a consistent pattern of judging interpretative characteristics. The respondents agreed that Background and Commentary were the highest ranked characteristics and when combined increased the "interpretativeness" of a news story. Analysis of the scores revealed that Reporter's Opinion on Cause-Effect and Reporter's Opinion on Speculation about Future failed to add to the "interpretativeness" of the stories. The author suggests the findings are pertinent to journalism schools and professional journalists to give insight into how to construct a more interpretative news article. Reporter's opinion should be handled with care and more emphasis should be placed on incorporating the background of a news event into the reporting of it and more attention paid to quotes from persons associated with the news event. The author suggests more research should be done to see if increased reporter's opinion weakens credibility with the public and more research of interpretative characteristics is urged to better operationally define stories that interpret the news.

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BROADCASTING AUTONOMY IN TURKEY: 1961-1971

Haluk Sahin, Ph.D.
Indiana University, 1974
Adviser: J. Herbert Altschull

This study discusses, in its historical and political context, the theory and practice of broadcasting autonomy in Turkey. Broadcasting autonomy is defined as the degree of freedom of action enjoyed by a public broadcasting corporation in its interaction with the state. Hence, the study focuses on the relations between the corporation and the government, especially in the allocation of areas of autonomy for the corporation and control by the government.

To facilitate analysis, the corporation's activity is divided into four realms: (1) the administrative, (2) the operational, (3) the financial, and (4) the ideological. Each of these realms is in turn broken into areas of autonomy and control. Common structural features of public broadcasting corporations, which are identified in a comparative framework, are used as a model in the examination of the autonomy of the Turkish Radio-Television Corporation (TRT).

The case of broadcasting autonomy in Turkey is introduced in its historical context, both as a reaction to the partisan use of the radio in the past, and as an attempt to adjust the broadcasting system to the requirements of a multi-party parliamentary system. The designation of broadcasting autonomy is translated into working rules in the allocation of areas of autonomy and areas of control in the 1963 TRT Act.

The legal design of broadcasting autonomy is followed by a discussion of the operation of autonomy in practice, with emphasis on the conflicts between the TRT and the government from the forming of the Corporation in 1964 until the abrogation of its autonomy in 1971. It is concluded that the failure of broadcasting autonomy in Turkey was due less to the deficiencies and weaknesses of its legal design than to the sociopolitical environment in which it existed. The increasing ideological polarization of the political scene, the absence of an established two-party system, the highly centralized nature of the administrative structure, the underdevelopment of the mediating institutions, and the imperilment of the established order by rising social unrest and militancy are seen as factors which inhibited the successful exercise of broadcasting autonomy and led ultimately to its downfall.

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CONSUMER INFORMATION PROCESSING FOR BRAND DECISIONS

Steven E. Scharbach, Ph.D.
University of Wisconsin, 1973
Advisor: Ivan L. Preston

Cox (1967a) has proposed a model of consumer information processing based on two dimensions of information value:

Confidence Value: "A measure of how _certain_ the consumer is that the (information) cue is what she thinks it is." Confidence value is the extent to which the "attribute" discriminates between brands and thereby implicitly rank orders them.

Predictive Value: "A measure of the probability with which a (brand information) cue seems associated with...a specific product attribute." Predictive value is the extent to which the consumer feels a brand "cue" or "attribute" is associated with the consumer's decision goal.

Cox argues that if a brand information cue (i.e., price, shape, weight, color, etc.) has both high confidence and predictive value, consumers are likely to use this information cue to make a brand decision. Although both are independent dimensions on which the consumer assigns value to brand information, Cox also hypothesizes high confidence value is a necessary condition for consumer delection of high brand decision information.

These hypotheses were tested in a hypothetical brand choice experiment using 114 University of Wisconsin undergraduates, with these results: (1) Predictive value had the most influence on information selection for brand selections, not confidence value, as Cox hypothesizes. (2) Post-decision confidence and preference for the chosen brand both increased with predictive value, but not confidence value.

A second experiment examined generalization from high to low information brand decision attributes. Cox calls this the "halo effect." One hundred and eight undergraduates were asked to "estimate" how three brands of snowblower compared on four low information attributes from their standings on four high information attributes. The experiment produced these results: (1) Subjects utilized information with both high confidence and predictive value, when available, to align brands standing on the "good" side of high information attributes on the "good" side of low information attributes. (2) Contrary to dissonance theory predictions, subjects did not over-value their chosen brands and downgrade rejected brands when generalizing from high to low information attributes after vs. before choice. (3) The consistency theory assumption that people tend toward magimally simple "good-bad" evaluations was not supported. In generalizing from several high to low information attributes, subjects replicated complex variational patterns in brand standings.

A third experiment, using 120 undergraduates, attempted to create conditions under which subjects would "holster" or over-value poor decision information. It was hypothesized subjects would subjectively over-value poor decision information when making important decisions, since it is psychologically inconsistent to base important choices on low-value information. This bolstering was expected to carry over to post-decision confidence and strength of brand preference. Lack of alternative decision attributes was also expected to increase this bolstering.

These expectations were not supported.

The findings of these experiments support Cox's view that information which allows the consumer to discriminate between brands and to predict which brands will meet his decision goals is likely to be selected for decision making. But they do not support his hypothesis that information which permits clear discrimination between brands will be preferred to information which relates brands to decision goals.

These findings also suggest consumers may use available information to make a statistician's "expected value" estimate in generalizing brand standings from high to low information attributes. These generalizations may simply reflect expectations based on past experience, not a desire for maximally simple cognitive structures, as suggested by consistency theory.

Finally, this research fails to establish the conditions under which consumers may be expected to subjectively over-value poor decision information.

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A SUBJECTIVE INVESTIGATION OF MOTORCYCLE ADVERTISING

Richard Arthur Schreiber, Ph.D.
University of Missouri, 1973
Advisor: William Stephenson

The motorcycle is becoming more important in the United States as a form of recreation, an optional means of transportation, a safety hazard, and organized and informal sports activity, and as a line of business.

The present dissertation investigates, by way of Q-Method, the roles played in the motorcycle milieu by five persons. Two are experienced riders in their thirties, two are teenaged novice cyclists, and one is a 28-year-old non cyclist.

The subjects Q-sorted 49 full-page color motorcycle ads from 27 different conditions of instruction--each condition representing a relevant theoretical position.

Factoring of each individual's Q-sorts revealed various schemata or clusters of conditions of instruction (theories) that the subject grouped together by his Q-sorts. Each subject's factors were also treated as individual Q-sorts and factored. This factoring of the factors revealed a certain uniformity of schemata across persons as well as several schemata or factors not shared with others.

Interpretation of the factors indicates that in implicit and explicit negotiation for a motorcycle the following schemata may be involved: display of one's self on the motorcycle, having fun, a concern with the safety hazards of motorcycling, quality, and performance. However, some individuals seem to base their buying plans on display, for example, while for others, the reason might be safety, quality, performance or some other combination thereof.

The various theories examined account jointly or alone for only segments of the respondents' attitudenizing about motorcycles. The meanings the ads have for different subjects can be very different yet the overall interpretations may be general. What gives value to the diverse meanings the respondents attribute to the ads seems to be in relation to the self. The subjective approach used here offers much to provide an understanding of the respondents and their interests in a product or service.

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THE NEWSPAPER AND ITS COMMUNITY: AN ANALYSIS OF NONREADERSHIP

John Clinton Schweitzer, Ph.D.
University of North Carolina, 1974
Adviser: Donald L. Shaw

It was suggested that there were a number of complex factors involved in the decline in circulation per household of the nation's daily newspapers, but these factors might be put into perspective if they could be put together in some systematic way. It was hypothesized that the individual's community orientation would determine his readership or nonreadership of the local daily newspaper. Orientation to the community, for the purpose of this study, was defined as the individual's sociopsychological reference orientations. To the extent that the individual and the newspaper were oriented to the same community, it was hypothesized, the individual would be a reader of the local newspaper.

A probability sample of households was drawn and respondents were interviewed to determine their media behavior and community orientations. Generally, it was found that readers and nonreaders differed significantly with respect to their community orientation. That is, readers were significantly more closely identified with the local community than nonreaders.

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SOCIO-ECONOMIC STATUS, COMMUNICATION CHANNELS AND COGNITIVE MODERNISM AMONG SLUM-DWELLERS IN GUAYAQUIL, ECUADOR

Robert Edwin Simmons, Ph.D.
University of Minnesota, 1974
Adviser: Phillip J. Tichenor

The impact of a developing nation's modernizing influences upon the cognitive processes of urban slum-dwellers in the nation are examined in this work. A slum community is viewed as a behavioral system concerned with its maintenance and perpetuation, but also confronted with change-oriented information controlled by the larger national system. Communication channels are linkages within the system and also between the slum system and the modernizing national system. Socio-economic status is viewed as an index of the individual's access to modernizing experiences and his ability to decode such experiences.

Cognitive modernism is conceptualized as the individual's awareness of his power to control his social environment. It results in a positive valuation on (1) education, (2) learning, as a general activity, (3) upward social mobility, (4) political participation, (5) independence from restrictive family ties, and (6) the rejection of fatalism. It is viewed as part of a resocialization process that reorients the individual within a slum system toward the needs and demands of the modernizing national system.

The data utilized were collected in slum areas of Guayaquil, Ecuador. Out of 402 interviews attempted in a multistage random sample, 399 were completed.

The cognitive modernism index construction considered 37 items related to the six component areas (above). Item intercorrelations within subscales were examined, according to an acceptance criterion. Surviving items were submitted to a factor analysis with oblique rotation. Ten items met the loading criterion. Upward social mobility items were eliminated from the final measure; they did not meet the factor loading criterion.

It was hypothesized that seven of the communication channels--newspaper reading, magazine reading, radio listening, reading with family, reading with friends, travel within the city, and travel outside the city--

would be correlated positively with cognitive modernism. Each of those channels provided a potential for information from the larger modernizing system. The hypothesis was upheld in relation to newspaper reading, radio listening and reading with friends. Cognitive modernism was correlated negatively with magazine reading. Further analysis revealed that low status readers evidently were reinforced in their lower levels of cognitive modernism through magazine reading, while the contrary was true among higher status subjects.

It was hypothesized that two other communication channels that have been found to be localite in orientation in low-income communities--discussions with others and attendance at meetings--would be correlated negatively with cognitive modernism. The hypothesis was upheld for attendance at meetings. Further analysis showed group meeting attendance to be correlated positively and significantly with an empathy measure comprised of five counterfactual response items.

Another hypothesis was that mass media-related channels would explain the largest portion of the variance in cognitive modernism. The data tended to support the hypothesis. It also was hypothesized that newspaper reading among the channel variables, would explain the greatest portion of the common variance with cognitive modernism. That was not supported.

It was hypothesized that status would be correlated positively with each of the nine communication channel variables. The hypothesis was supported for eight, but not for travel in the city.

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A STUDY OF THE EFFECTS OF CO-ORIENTATION AND EXPERTISE ON BELIEF AND VALUE APPEALS

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Southern Illinois University, 1973
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This study investigated the ability of an "expert" and a "co-oriented peer" differentially to influence experimental Subjects through communications emphasizing "beliefs" and "values" toward an attitude object. The research question developed from the presumption that, in a sequence of behaviors leading to a decision, individuals often will rely on others for information; furthermore, the kind of others depended on will be determined by the nature of the decision. For example, in technical or objective matters, one might turn to an expert for the issue; but in personal or subjective matters, one might turn to a peer. Beliefs and values were posited as constituting the principal components of attitude, and these components were seen as well represented by the minor and major premises of a barbara syllogism.

Ss for this experiment were 76 underclassmen and women representing four academic departments at Virginia Commonwealth University. Ss were randomly assigned in equal numbers to one of four groups. Each group heard an audio tape recording said to be an excerpt from a panel discussion on extra-sensory perception, ESP. The expert and co-orientation conditions were induced by varying the introduction of the panel speaker. The expert was identified as a psychologist specializing in para-psychology and the co-oriented peer was identified as a VCU sophomore selected by computer as being highly similar to other students at VCU.

In a 2X2 factorial ANOVA after-only design, Ss were then asked to respond to the concept ESP on a modified semantic differential. Five scales measured "belief" in the concept ESP, and five measured effect or "value" for the concept. Ten scales disguised the intent of the others.

Factor analysis of the 20 semantic scales revealed the belief scores loaded strongly on one factor, and three of five value scales loaded strongly on a second factor, indicating the scales measured separate psychological qualities but that the value scales were relatively less pure. Another scale, not included in the original value analysis, loaded well on the value factor and seemed consistent with other value scales. A post hoc analysis of variance excluding the two weak value scales and adding the new strong scale was performed. This post hoc analysis is discussed separately, below.

There were two principal hypotheses, one each for the belief and value criteria, and two secondary hypotheses for each. H_1a predicted that, "With a measure of individuals' belief in a concept as the criterion, an expert who delivers a belief appeal will be more effective than a peer who delivers the same appeal." H_2a predicted that, "With a measure of individuals' values on a concept as the criterion, a co-oriented peer who delivers a value appeal will be more effective than an expert who delivers the same appeal."

All hypotheses were rejected as failing to reach significance, p. 05. However, some scores were in the expected direction and one neared significance. On the belief criterion, the expert was more successful, as expected, but the difference was highly non-significant. The expert also scored slightly better on beliefs when the appeal was to values. On the value criterion the difference in effectiveness more nearly reached significance, but opposite to the expected direction. The expert also scored slightly better when the communication emphasized beliefs.

On the basis of factor analysis, the value data were re-grouped and re-analyzed. In this post hoc analysis a significant interaction was obtained. The expert again outscored the peer on values, but the peer outscored the expert slightly when the appeal was to beliefs.

Auxiliary data indicated the expert was perceived as significantly more expert than the peer, and as having significantly greater value similarity with experimental Ss. The original assumption of peer co-orientation was not supported. It was concluded values similarity may not be so important as expertise, at least for some issues.

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ATTITUDES AND PERCEPTIONS OF ATTITUDES BY VARIOUS GROUPS ON PUBLIC RELATIONS ISSUES RELATING TO TENNESSEE'S HIGHER EDUCATION

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Southern Illinois University, 1973
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The public relations functions at higher education institutions include communicating with a variety of publics. These groups view the institution differently, and their expectations of the colleges and universities are also varied. If the institution is to relate effectively to its multiple publics, it must be aware of the various attitudes held by such groups so that it may tailor its communications efforts accordingly.

This study was undertaken to measure the attitudes held by the Tennessee legislators, administrators and faculty on public relations issues related to the State's higher education, and to measure how each group perceives the attitudes of the others on these issues.

The instrument included 14 statements on higher education issues which called for a response along a five-point, Likert-type scale. More than 1,000 questionnaires were mailed, and these brought 481 responses: 76 from legislators, 183 from administrators, and 222 from faculty.

It was hypothesized that faculty and administrators would have similar attitudes on the statements, but different from the legislators' attitudes. The data appear largely to support Hypothesis 1.

Three hypotheses were concerned with attitude perception among the three groups. It was hypothesized that administrators and faculty would have similar perceptions of legislators' attitudes, but different from the legislators' attitudes. The data appear to support Hypothesis 2.

Hypothesis 3 stated that legislators and faculty would have different perceptions of the administrators' attitudes. The data appear to reject this hypothesis.

Hypothesis 4 indicated that legislators and administrators would have different perceptions of the faculty's attitudes. The data appear to reject this hypothesis.

In summary, faculty and administrators have similar attitudes and they perceive the legislators' attitudes similarly, though largely the perceptions are incorrect.

The attitudes of faculty and legislators are not similar, but they perceive the administrators similarly (though the perceptions are largely incorrect).

The attitudes of administrators and legislators are not similar, but they perceive the faculty similarly (and the perceptions are fairly correct).

These findings suggest that perception of others' attitudes is not necessarily related to one's own attitudes. On the whole, it is not the similarity of perception, but the similarly incorrect perceptions that deserve attention. Of the three groups, it appears that legislators are least well understood by the other two groups, while the faculty's attitudes are, relatively apeaking, most accurately perceived. Considering the important role which legislators play in higher education, both the administrators and faculty need to better understand the legislators' attitudes.

Multiple regression analysis was used to identify what independent variables were related to the dependent variables: the four factors derived by factor analysis of the attitudes on the statements. Factor 1 statements appear to have a relationship to the faculty's activities; Factor 2 statements might be termed institutionally-oriented; Factor 3 statements appear related to participation in governance activities; and Factor 4 statements are student-oriented.

Three variables -- age, education and political party -- were tested for each group. The age of legislators was unrelated to all of the factors. The faculty's age accounted for significant proportion of variance in Factor 1 and Factor 2, while the administrators' age related to Factor 3.

The administrators' education variable was related to Factor 1, Factor 2 and Factor 3, and the faculty's to Factor 2. The legislators' education variable was unrelated to all factors.

The political party variable for faculty was not related to any factor, but it related for legislators on Factor 3, and for administrators on Factor 2 and Factor 3.

The faculty and administrators had a length-of-employment variable which related to Factor 2 for faculty, and to Factor 2 and Factor 4 for administrators.

The administrators' administrative position variable related all factors except Factor 3.

Two of the legislators' variables -- region and college-in-district -- related to Factor 1 and Factor 3. The faculty's rank variable was related to Factor 1.

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NEWS VALUES AND NEWS DECISIONS OF HIGH AND LOW AUTHORITARIAN EDITORS

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Scope of Study: This dissertation explores the effects of news dimension elements on the probable use of news stories and the effects of authoritarian personality types on the selection of the news dimension elements. Four editors from Oklahoma and four editors from California were administered a Q-sort of 48 news stories containing the 12 possible combinations of the following news dimensions and their elements: PROMINENCE, Known Principals, Unknown Principals; SIGNIFICANCE, Impact, No Impact; NORMALITY, Oddity, Conflict, Normal. Another element in the stories was GROUPS, Outgroups, Ingroups. The editors were divided into High and Low Authoritarian types based on their scores on the Rokeach Dogmatism scale.

Findings and Conclusions: The eight editors preferred stories containing Impact over No Impact, Known Principals over Unknown Principals; Oddity and Conflict over Normal. The news elements had significant differential effects in the selection of news stories. The High Authoritarian editors preferred stories containing Impact alone and Conflict more than the Low Authoritarian editors. The Low Authoritarian editors preferred stories containing Impact in all its forms and Oddity more than the High Authoritarian editors. Overall the two types of editors showed great similarity in their probable use of the news elements. The concept of GROUPS had no differential effect in the selection of stories by the editors. Neither type of editor showed a significant preference for either Outgroups or Ingroups.

AN INVESTIGATION INTO THE ROLES OF LEGISLATIVE LIAISONS OF SIX STATE-SUPPORTED UNIVERSITIES IN OHIO AS MEASURED BY A SEMANTIC DIFFERENTIAL

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At most state universities, it is the legislative liaison's responsibility to determine trends in legislators' attitudes and to keep them informed of the university's activities, needs and problems. He must also keep key university administrators informed of legislators' attitudes. In order to do this, the liaison must be able to accurately assess the attitudes of state legislators and those of the university president. If he cannot accurately assess these attitudes, the information which he is transmitting could be inaccurate and lead to misunderstandings.

Specifically, this study was designed to determine whether selected legislative liaisons of state-supported universities in Ohio could accurately assess the meanings of certain concepts held by the majority of members of the 110th Ohio General Assembly and by presidents of selected state-supported universities. The study also compared the attitudes of the majority of state legislators and university presidents to determine how closely they agreed on the meanings of selected concepts.

A review of contemporary literature was conducted to determine which concepts might be used to test attitudes held by state legislators and university presidents. Twelve were selected for their relevance to the situation which existed in higher education in Ohio during the first half of 1973. The semantic differential was used to gather data in the study.

Presidents of six selected state-supported universities were asked to identify the person whose role most closely resembled that of a legislative liaison. Survey forms were mailed to these presidents and to members of the state legislature. They were asked to indicate their attitudes toward the twelve concepts.

Public relations representatives who were identified as legislative liaisons by their presidents were interviewed. They were asked to rate the twelve concepts on the semantic differential scales according to how they thought their presidents had responded. Then, on a second set of semantic differential scales, the liaisons were asked to rate the twelve concepts according to how they thought the majority of state legislators had responded. After completing both semantic differentials, the liaisons were questioned about their roles.

A computer was used to process the data. The specific statistical design which was employed was a two-factor analysis of variance with unequal group sizes. The level of significance used was .05. Further two-way analyses were run on each pair of groups. When one of the groups was legislators, their responses were averaged to get a mean response for each concept. This was done to facilitate Newman-Keuls analysis between individuals and the legislators as a group.

Z scores were calculated for presidents and legislators and also for liaisons and legislators. Within .95 limits, it was assumed that a president's score or a liaison's score was from the same population.

Difference scores were used to compare a president's attitudes and his liaison's prediction of those attitudes. Any difference between a president and his liaison on a particular concept that was greater than or equal to +1 or less than or equal to -1 was considered to be "significantly" incorrect.

Approximately 65 per cent of the members of the state legislature provided useable responses. Sixty-seven per cent of the selected university presidents responded; and, 100 per cent of the liaisons participated to some degree.

It can be concluded that (as a group) liaisons were more accurate in assessing the attitudes of the majority of state legislators than they were in assessing the attitudes of their own presidents. It can also be concluded that (as a group) liaisons' predictions of legislators' attitudes were closer to legislators' attitudes than were presidents' actual attitudes.

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MUNICIPAL AGENCIES FOR THE REGULATION OF CABLE TELEVISION: A STUDY OF CURRENT DEVELOPMENTS AND ISSUES

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Indiana University, 1974
Adviser: Richard Burke

Before a CATV company can construct its network of cable it must obtain permission from city government to use the public streets and places. This fact has involved municipal government, for the first time, in regulation of a mass communications medium and presented communities with the problem of how they shall handle this new responsibility. One alternative is the establishment of special agencies to assist local government in the regulation of cable television. The purpose of this study has been to measure the development of such agencies across the country and to explicate the key organizational and operational issues involved in their creation.

A survey of all CATV-served communities with populations of over 25,000 was conducted to first identify existent cases of agency development. From the 465 communities queried, 27 cases were found. Analysis of the data revealed the greatest tendency for creation of cable agencies to lie with large cities (250,000+) with new franchises. Smaller cities and cities with franchises more than five years old were less likely to have agencies. Considerable variation was also found between states. California, Colorado, Florida, New York, and Wisconsin demonstrated high tendency relative to the other states, while Ohio, Pennsylvania, and Texas had the lowest.

The 27 survey-identified cases were combined with 13 other cases from communities which had not yet granted franchises, to give a total of 40. Telephone interviews were then conducted with each agency to obtain information on agency organization, structure, and operation. Five agency types were observed and subsequently used to categorize the cases as either administrative office, advisory committee, office-committee combination, regulatory commission, or elected board. In cross tabulating cases by type and city size, slight association was found between advisory committees and smaller cities, while larger cities tended toward administrative offices or regulatory commissions.

Agencies were compared both within type and across type on four areas: (1) relationship to city government; (2) terms of agency membership; (3) agency resources; and (4) agency operation and function. The great majority of committees and commissions were responsible to the city council, while administrative offices varied in association between the executive and legislative branches. Considerable variation was found in the matters of fixed length of terms and set qualifications for agency members. Very few agencies had both principles established, while both factors were more prevalent with regulatory commissions than with advisory committees. Considerable involvement by agencies with access channels was found, including special attention to the government access channel. In both the initiation and development of plans for cable agencies, a high level of citizen action was evident. An associated finding was that of high distrust for established regulatory mechanisms, both local and federal.

In establishing local cable agencies, communities are faced with a range of issues. In structuring the agency, matters to be considered include citizen input to the planning process, development of an ordinance, determination of the power and placement of the agency, terms of membership, budget arrangements, and amount of city support. Concerning the operation of the agency, it must be considered what responsibility the agency shall have towards development, modification, or monitoring of the franchise. In the area of consumer protection, agency duties might include such matters as evaluation of subscriber rates, adjudication of subscriber-company disputes, education of the public, and protecting subscribers' civil rights. It needs be further considered whether the agency shall play a developmental role through involvement with access channels, research and planning or management of funds for cable related projects.

AN ANALYSIS OF THE CONTENT OF SELECTED UNITED STATES MAGAZINE ARTICLES FOR THE PERIOD 1915 THROUGH 1934: WHAT WAS SAID ABOUT UNITED STATES ENGLISH-LANGUAGE DAILY NEWSPAPERS

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This research was undertaken to determine, by thematic content analysis, the nature and extent of comments about U.S. newspapers in U.S. magazines from 1915 through 1934. A search through The Readers' Guide to Periodocial Literature led to 1,087 pertinent articles. The articles were divided into four five-year groups and a sample of 25 per cent of each group was taken. A total of 20,876 assertions concerning the daily press or some component of the daily press was abstracted from the 273 magazine articles and sorted into 885 themes. Of these assertions, 27 per cent were favorable toward the press, 25 per cent unfavorable, and 48 per cent neutral. Over all, there was a ratio of 1.1 favorable assertions for every unfavorable assertion. A comparison of the percentage of favorable assertions in each of the four periods suggests a slight trend toward an increasing percentage of favorable assertions. The percentage of unfavorable assertions shows a decreasing trend. The percentage of neutral assertions shows an increasing trend.

Sixty-five per cent of all assertions are concerned with press performance. Of this amount, 34 per cent are favorable, 35 per cent neutral, and 31 per cent unfavorable.

Themes that received the largest number of favorable assertions state the press is influential, great, well known, successful and free. They identify good newspapermen, and they say the press has ability, has literary qualities, and disseminates news, information, and facts. Unfavorable themes state the press plays up sensational news, is controlled, criticized, misleading, and not liked; and that it ceases publication, has limitations and problems and has faults and makes mistakes.

The themes were categorized to help determine what aspects of the press were being commented upon. These categories, their percentages of assertions, and their ratios of favorable assertions to unfavorable assertions (F/U R) are: Journalistic Characteristics, 30 per cent, .9F/U R; Economic Characteristics, 33 per cent, 1.0 F/U R; Professional Characteristics, 11 per cent, 1.4 F/U R; Social and Political Characterisitics, 25 per cent, 1.1 F/U R; and Characteristics Not Newspaper Oriented, 1 per cent, .9 F/U R. Discounting the neutral assertions, the Social and Political Characteristics category has the largest percentage of assertions (31), followed by the Journalistic Characteristics (30), the Economic Characteristics (22), and the Professional Characteristics category (17).

The assertions were also separated into divisions according to the subject of each assertion. The divisions, their percentages of assertions, and their Favorable/Unfavorable Ratios are: Newspaper Workers, 43.9 per cent, 1.5 F/U R; Newspapers, 36.9 per cent, 1.0 F/U R; Editorial Content, 6.9 per cent, .5 F/U R; The Press, 5.2 per cent, .5 F/U R; News Gathering Associations, 3.3 per cent, 1.5 F/U R; Journalism, 1.8 per cent, .7 F/U R; Business, .6 per cent, .7 F/U R; and Miscellaneous, 1.4 per cent, .8 F/U R.

Comments about specific newspapers and specific workers, considered in total, are more favorable than comments about newspapers and workers in general. A large majority (66 per cent) of the comments made about specific newspapers concerned New York City newspapers; only 3 per cent of the comments about newspapers concerned chain newspapers (with a 4.0 F/U R).

Advocates and critics of the press among the article authors, the magazines, the editors, and the publishers were determined by their Favorable/Unfavorable Ratios of assertion. The advocates identified good newspapermen, said the press is well known and influential, and said the press disseminates information and facts. The critics said the press is biased and prejudiced, that it prints trivia and entertainment, and that it is controlled and influenced. The advocates have their largest percentage of assertions in the Economic Characteristics category. The critics have their largest percentage of assertions in the Journalistic Characteristics category.

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EFFECTS OF MESSAGE QUALITY AND COMPLEXITY ON COMMUNICATION ACCEPTANCE AND SOURCE CREDIBILITY

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Communication practitioners place much emphasis on the role and function of the message in the communication system. Message effects, however, do not occur in isolation. In order to fully comprehend how a message operates on the acceptance and source credibility process it is essential that intervening and interacting variables be considered. The study's purpose is to ascertain just how important message based variables of complexity and quality are in determining overall message acceptance and source credibility. The basic research question is to determine whether greater message acceptance and perceived source credibility is more likely to be produced by high quality or low quality communications, by difficult or simple messages.

It was hypothesized that neither the level of message complexity or quality used has a unique or inherent effect, singly or in combination, on either communication acceptance or source credibility. Subjects were presented with either a high quality-difficult, high quality-simple, low quality-difficult, low quality-simple communication. Analysis of variance, using two independent measures, show all main and interaction effects to be non significant providing confirmation for the above hypothesis.

Consequently, it can be concluded that there is no effect on message acceptance or source credibility given the level of message complexity used; there is no effect on message acceptance or source credibility given the level of message quality employed; there is no unique effect on acceptance or source credibility due to a combination of message quality and complexity.

Results partially contradict findings by readability researchers and those positing a direct linear relationship between learning and acceptance. Similarly, it does not support the contention that complexity serves to distract the audience and thereby dampen counter-arguing behavior. This does not mean, however, that message variables of complexity and quality can be disregarded. Quite the opposite. It implies that careful thought and consideration should be given to both instances and situational characteristics which optimize a particular level of message quality and complexity. In designing a communication it is not enough to merely deal with message variables, but rather one must consider such other factors as the media by which it is transmitted, and its peculiar characteristics; the intent of the message, whether it is to inform, instruct, or motivate; audience characteristics such as level of self-esteem or strength of existing attitude clusters; the type of appeal to be used, among others.

Hence, a message should not be communicated down to, up to, but at a target population. A message should be created for a specific purpose, to be communicated to a unique audience, for a particular situation, and to achieve a certain desired effect.

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A HISTORICAL SURVEY OF LEADING TEXAS DENOMINATIONAL NEWSPAPERS: 1846 - 1861

William Jesse Stone, Jr. Ph.D.
University of Texas, 1974
Adviser: Werner J. Severin

This study describes the histories of three leading Texas denominational newspapers between 1846 and 1861, a time when the Texas frontier was being transformed into the world of hunter-farmers and planters. Newspapers examined are The Texas Presbyterian, 1846-56; The Texas Christian Advocate (Methodist), published under various names between 1847 and 1861; and The Texas Baptist, 1855-61. Although a few other short-lived denominational newspapers were published in Texas then, none could rival these three for life span, circulation, or social influence.

Beginning with a brief overview of Texas social and political history between statehood and the Civil War, the survey places each of the papers within this context. Editors playing key roles are George W. Baines, Sr. (Baptist), Andrew Jackson McGown (Presbyterian), and Chauncy Richardson (Methodist).

Conclusions show: most papers tended to establish printing headquarters which overran sources of supply, necessitating a "retreat" eastward to new headquarters; editors generally received so little church compensation that they were forced to preach to provide income; parallel business ventures into job printing, book sales, and book printing were attempted; and the "news hole" content was often as much secular as sacred. All papers are seen to be "of the world" in that they are defenders of the social, economic, and political status quo.

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INTERPERSONAL TRAITS, INTERPERSONAL ANXIETY AND RESPONSE TO NEED-ORIENTED COMMUNICATIONS

Spencer Felton Tinkham, Ph.D.
University of Illinois, 1973
Adviser: Arnold M. Barban

Many studies in the area of mass and interpersonal communications hypothesize significant relationships between an individual's personality trait structure and his response to persuasive messages. Other studies focus not on the influence of trait structure but rather on the influence exerted by less pervasive mental states. More complex experiments have extended these trait and state explanations of communications response and hypothesize that traits or states interact with other aspects of the communication situation in affecting response to persuasive messages. The type of persuasive appeal, for example, is one such situational variable thought to interact with respondent characteristics in producing message response. The studies reported in this dissertation further extend this interaction hypothesis by considering not only the interaction of individual characteristics with persuasive appeal, but also the interaction of individual traits with associated need-states in affecting response to persuasive communications. This hypothesized interaction of two classes of individual characteristics adds an internal dynamics to the theoretical role of personality in the persuasion process.

Karen Horney's tripartite interpersonal model served as the basis for trait and state operationalization in the five experimental studies performed during the investigation. Joel B. Cohen's CAD Scales were employed to measure the Complaint, Aggressive, and Detached interpersonal traits derived from the Horney model. The experimenter developed and validated a complementary instrument for measuring interpersonal anxiety associated with each of the three dimensions. Cattell's 16 Personality Factor (16PF) Test and the CAD Scales served as criterion measures for establishing convergent and discriminant construct validity of the interpersonal anxiety instrument.

The volunteer subjects recruited for test validation studies and the five communications experiments were participants in organized classroom groups from two New York City colleges, a junior college in North Carolina, and the New York City Auxiliary Police training program. The topic of the persuasive communications was metropolitan police recruitment. A wide range of message responses was monitored, including judgments of a relative persuasiveness, as well as cognitive, affective, and conative responses. The main and interaction effect of personality and message variables were hypothesized to be uniform across all types of communications response.

Each of the five experiments consisted of two testing sessions, the first devoted to measurement of individual characteristics and the second to the administration of persuasive appeals and the monitoring of communications response. Methodological control procedures were employed in order to minimize threats to internal validity. All personality and message response scores were standardized and data were subjected to univariate tests of statistical significance, two-way analysis of variance, and multiple group discriminant analysis.

Significant relationships were found between interpersonal traits, interpersonal anxiety, and responses to persuasive messages. Contrary to prediction, interpersonal anxiety exhibited a generally negative relationship to favorability of message response. Consistent with prediction was the general tendency for interpersonal trait scores to be positively related to favorability of response. A strong interaction between Compliant scores and Compliant Anxiety was consistent with the theoretical conceptualization of the internal dynamics of the persuasion process. Personality and demographic variables were significant, but not powerful, predictors of message preference.

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MASS COMMUNICATION GAMES: SIMULATION-GAMES FOR TEACHING/LEARNING ABOUT JOURNALISM/MASS COMMUNICATION

Michael L. Turney, Ph.D.
University of Iowa, 1973
Advisor: Albert D. Talbott

This dissertation explores the teaching/learning applications which simulation-gaming has to offer journalism/mass communication educators. It presents a framework for analyzing simulation games, examines research which evaluates their effectiveness for various teaching/learning purposes, reports on simulation-games which have been developed for journalism-mass communication, and suggests guidelines for developing additional mass communication simulation-games. Throughout, the emphasis is on thinking about, developing, and evaluating simulation-games for meeting specific needs and purposes rather than on mechanically applying those which have already been developed.

It proposes eight uses to which journalism/mass communication educators can put simulation-games. (1) Simulation-games can introduce new students to some of the basic processes of mass communication and individual communication. (2) They offer students rudimentary experience with the types of work and activities they are likely to encounter if they pursue mass media careers. (3) Participation can provide an overall view or feel for the total process of mass communication. (4) Closed-system simulation-games can provide factual information or specific-skill-training in various journalistic techniques. (5) Simulation-games help develop a general problem solving orientation and encourage students to set goals for themselves and then work towards achieving them. (6) Simulation-games encourage students to develop decision-making acumen. (7) Simulation-games provide an opportunity for students to actively integrate skills and theories they learn in other journalism/mass communication classes, and test various strategies of their own. (8) Broad-system-oriented simulation-games can help students view the process of mass communication within the framework of the total society.

A number of journalism/mass communication simulation games have already been developed to serve some of these purposes, but they are generally of very limited scope and serve only a few purposes. What are needed are broad-system-oriented simulation-games which serve several of these ends. This dissertation develops a series of generating principles, based on a broad concept of mass communication, which are appropriate for designing simulation games of this type.

Mass communication is conceived of as the process of human interaction occurring within a complex social environment whereby a person or small group acting for some purpose disseminates data to a larger group of persons. These people then take the data into account, or not, for their own ends and purposes. From this foundation a framework was developed for simulation-games in which participants experience mass communication processes while serving four different role-functions within the context of playing the game. The participants act as members of a "society" which includes all participants in the simulation game. They are also members of a "community" which is a sub-group within the society. In these roles they have various tasks to perform and social obligations to their fellow community and society members which must be met. The participants also serve as members of the audience for various mass communication messages which are directed to them. They also serve as "mass communicators" during a portion of the simulation game. In this role they serve as members of one of several competing mass media enterprises and encounter the problems, issues, and phenomena which confront mass communicators in any society.

Three specific simulation-games which were designed and conducted using these generating principles are also discussed to demonstrate their application.

FAMILY COMMUNICATION DIMENSIONS AS A FRAME OF REFERENCE ORIENTATION, PERCEIVED STRUCTURE AND ALIENATION

Josephus A.H.A van den Berg, Ph.D.
University of Wisconsin, 1974
Advisor: Jack M. McLeod

This research seeks to explain the relationships between the orientations one brings to an organization of which one is a member, perceived structural attributes of the organization, and resulting affect toward certain aspects of organizational membership.

Orientation is treated as a "mental set" toward a situation: the attributes one uses to evaluate what is important or valuable in a situation. Two measures of orientation are used here. Socio Orientation refers to the maintenance of harmonious relationships with and deference to others. Concept Orientation involves the free expression of opinions and vigorous examination of topics in discussion. Previous research indicates that, given certain orientations, individuals will be positively or negatively motivated under a given set of circumstances. There is also evidence that the structure of organizations has mean effects on affective relations, such as alienation. Hence it is posited that measures of both orientation and structural attributes are needed to explain positive or negative motivation toward organizational membership.

Predictions are based on the expectation that Socio Orientation would be associated with an evaluation of the interaction situation primarily in terms of attributes governing interpersonal relations. Concept Orientation should be related to an evaluation in terms of attributes governing person-object relations. Organizational attribute perceptions are divided into two groups: the perceived amount of rules and regulations pertaining to person-person relations (Context Space), and the amount of options and freedom of choice pertaining to person-object relations (Process Space). Similarly, two measures of alienation were constructed: alienation from interpersonal relations in the organization (Context Alienation) and alienation from person-object relations (Process Alienation).

It was hypothesized that those who bring to the organization an orientation toward maintaining harmonious relations and who perceive comparatively few rules and regulations pertaining to interpersonal relations, will be positively motivated toward relations of this kind, and vice versa, even though, as indicated by previous research, the amount of rules and regulations in this area is positively correlated with alienation from interpersonal relations. Similarly, the comparative levels of orientation toward and perception of interpersonal relations are also hypothesized to be positively related to - alienation from person-object relations, although partialling on interpersonal relations alienation should significantly reduce this relationship. Additionally, those who bring a person-object orientation to the organization and who perceive comparatively few options and choices allowed will become alienated from interpersonal relations, even though the perceived amount of options and choices is hypothesized to be negatively related to alienation from interpersonal relations. Partialling on alienation from interpersonal relations should significantly reduce any relationship with alienation from person-object relations. Additional hypotheses were presented for various levels of the orientation variables.

Subjects (626) were randomly selected from four public high schools in Milwaukee, Wisconsin. These subjects completed a questionaire which contained five items for each of the two orientation, the two perceived structure and the two alienation variables. The two measures of structure were obtained through students' perceptions of the amount of rules and regulations governing student-teacher relationships, and students' perceptions of the amount of options and choices they have in selecting courses and topics. Alienation was measured in terms of student-teacher and student-schoolwork relations.

Socio-oriented students evaluated the school setting significantly more in terms of attributes relating to person-person relations; Concept-oriented students more in terms of attributes of person-object relations. The perceived level of rules and regulations pertaining to interpersonal relations was positively correlated with alienation from interpersonal relations. However, the comparative measure of Socio-Orientation and perceived interpersonal relations was negatively correlated with this form of alienation. The amount of perceived options was negatively related to alienation from interpersonal relations. The comparative measure of Concept Orientation and perceived level of options was positively correlated with interpersonal relations alienation. Partial correlations with alienation from student-course-work relations were nonsignificant. Specific hypotheses for levels of orientation failed to reach significance, although the relationships were in the predicted direction.

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TELEVISION VIEWING AND AGGRESSION: AN EXAMINATION OF THE CATHARSIS, FACILITATION, AND AROUSAL MODELS

James Henderson Watt, Jr., Ph.D.
University of Wisconsin, 1973
Adviser: Steven H. Chaffee

This study examines three models of the relationship between television viewing and aggressive behavior: reduction of aggression through vicarious participation in television violence (Catharsis Model); legitimization or learning of aggression from television violence (Facilitation Model); and television programming as an agent of cognitive arousal, generating a predisposition to action which is shaped by situational factors (Arousal Model).

The concepts of aggression, overt violent content in programming, exposure to programming, and arousal are explicated. An alternative process relating communication to arousal is discussed, and a content-free measure of programming form arousal is developed. Each of the explicated concepts are placed in comparable models representing the Catharsis, Facilitation and Arousal paradigms. Exposure to programming, age of viewer, and sex of viewer are introduced as model parameters. Methods of discriminating among the models are discussed.

Each of the models' predictions are stated as a set of disciminatory hypotheses, and the operational conditions necessary to determine unequivocal support for each model are stated. These hypotheses are tested on two samples of adolescent viewers, 147 male and female, junior and senior high school students in Wisconsin and 450 similar students in Maryland.

Results for the combined sample indicate a combination Facilitation and Arousal model is supported, with the Facilitation processes occurring independently of the Arousal processes. Some small differences in results between the two geographically independent samples are found, possibly arising from differences in the social and economic makeup of the samples and hence their television viewing patterns. Larger differences are found when examining the age and sex parameters within the models. The Facilitation process appears to become more dominant in older males, while the Arousal process appears dominant in females, regardless of age. Controlling for the amount of exposure to programming does not substantially change these results, indicating that even if the amount of television viewing is held constant, both a Facilitation process linking the viewing of violent program material to aggression and an Arousal process linking the viewing of cognitively arousing program material to aggression are operable.

The general conclusion drawn is this: to assess the link between television viewing and aggression, both the violent content and the arousing form of the programming must be considered, and that both these factors operate independently.

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THE PRESS AND GOVERNMENT CONTROL: INTERNATIONAL PATTERNS OF DEVELOPMENT FROM 1950 TO 1966

David Hugh Weaver, Ph.D.
University of North Carolina, 1974
Adviser: Donald L. Shaw

Studies on mass communication and national development and studies of press freedom were reviewed to construct a macro-level theoretical model of press freedom development including seven key concepts: availability of resources, urbanism, educational level, mass media development, accountability of governors, stress on government and government control of the press.

The causal linkages suggested in this model were tested with data from 137 countries of the world collected at four different points in time (1950, 1960, 1965, and 1966). Heise's path analytic causal model was used to infer the directions and signs of the causal influences among the key concepts.

Path coefficients were estimated first for all countries in the study, then for each of Farace's six regional systems (Latin America, North America/Western Europe, North Africa/Middle East, Central and South Africa, Asia and Communist East Europe). Analyses were carried out over four differing time periods within the 1950 to 1966 interval: 1950-66, 1950-60, 1960-66 and 1965-66.

The results indicated consistent moderate support across time periods and regions for two of the seven predicted causal relations--increased mass media development resulted in greater accountability of governors and increased accountability of governors led to less government control of the press.

Several other paths were given fairly consistent support, including the prediction that greater availability of resources would lead to less stress on government and increased resources would lead to greater urbanism of a country.

The prediction that increased stress on government would result in more government control of the press was strongly supported in the Asian and North American/Western European countries across the various time periods, but received little or no support in the other areas of the world.

Several surprising similarities in developmental patterns were found between Communist East European and North American/Western European nations. In both areas, increased mass media development led to increases in accountability of governors, although very small increases in the Communist countries; and increases in accountability of governors resulted in decreases in government control of the press. In addition, as stress on government increased, government control of the press increased in both areas, although in the Communist countries government control of the press had a greater impact on stress than vice versa.

Finally, the findings suggest that path analysis over time is a useful technique for revealing non-obvious relationships among variables that would be overlooked in strictly correlational studies, especially if applied to data collected over several varying periods of time.

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ACCESS TO THE MASS MEDIA: PUBLIC'S RIGHT OR PUBLISHERS' PRIVILEGE?

Robert Gene Wiggins, Ph.D.
Southern Illinois University, 1973
Adviser: Clifton O. Lawhorne

Access to the press has become a major issue in recent years. Those favoring access claim that everyone should be guaranteed the opportunity to express his views in the mass media. Access proponents have expressed optimism that the fight for such a right to the printed media may be culminating in success.

Recent court decisions, however, do not substantiate the optimism expressed by access advocates. Only in cases where the state was involved in the denial of that access, such as college newspapers, or in cases where private newspapers were involved in illegal restraint of trade have the courts granted access or forbade the press from discriminating between advertisers. In the most recent case concerning access, Columbia Broadcasting System, Inc. v. Democratic National Committee, the United States Supreme Court declared that there is no right of access to the electronic media, despite the fact that such media are subject to certain regulations by the government.

The purpose of this study is to provide the comprehensive treatment of the press access problem that is now lacking. The effort is to determine how the courts have treated the issues involving access, to trace the path of the access doctrine to its present position, and to predict, where possible, what publishers and broadcasters might expect in the future.

The hypothesis is that no constitutional right exists which proponents can utilize to formulate a public policy of access to the privately-owned print media. Furthermore, it is hypothesized that there is no guaranteed "right of access" to any form of print media, whether privately owned or not. Finally, it is asserted that no legal foundation exists which would justify applying broadcast regulations, which have granted access to the electronic media in certain cases, to the print media.

The research substantially supported the hypotheses. Courts, except in the areas of state-affiliated publications and anti-trust litigation, have refused to recognize a right of access to the news or advertising columns of the press. Even in the broadcast media, the courts have rejected the contention of a right of access for every viewpoint.

This study is divided into five substantive chapters. The initial substantive chapter, Chapter II, provides an insight into the previous research and writing done in the area of access to the press. This chapter also looks at the major arguments both for and against such a right. In addition, this section views the problems from a historical perspective, and summarizes the various regulations already imposed upon the print and broadcast media.

Chapter III examines the legal cases involved in the problem of access to the news columns of the media. Chapter IV looks at the commercial advertising area of a right of access. Chapter V deals with the problem of access to the media through political or editorial advertising.

Chapter VI provides an account of access to the press which brings the problem up to date with the United States Supreme Court's most recent ruling in the area of access to the media. This discussion, then, provides the newspaper publisher and the broadcaster with a clear-cut description of what the law is today. In addition, this chapter discusses the probable directions of future court action, along with possible legislation and private actions by publishers themselves.

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THE PRESS IN BLACK AFRICA: PHILOSOPHY AND CONTROL

Dennis Lee Wilcox, Ph.D
University of Missouri, 1974
Advisor: Ralph L. Lowenstein

This dissertation is a descriptive, comparative study of press-government relationships in the 34 nations of independent Black Africa south of the Sahara. Excluded from consideration are territories under European administration and those nations that have white minority governments.

The 34 sovereign states are analyzed and systematically classified according to a common set of criteria that primarily deal with press restraints in these nations. Ownership patterns of mass media facilities are included as well as a number of governmental and legal restraints on the free flow of information.

Some factors include the existence of pre-publication review, post-publication censorship, licensing of journalists, the existence of an independent judiciary, administration of broadcasting facilities and controls on foreign media and personnel. Tables show how each nation is indexed on individual press controls and supplementary information is provided in the text.

Supporting chapters deal with the colonial legacy in independent Black Africa, the role and function of mass media in contemporary Africa and the classification of nations into types of press philosophies. The concluding chapter compares the overall level of press control in Black Africa and ranks the nations by number of press restraints.

Some tentative conclusions are made about general press patterns in Africa. A composite profile of an African nation with a "low" number of controls, for example, is one with a British colonial background and print media owned by government and private interests. The nation, ideally, has a multiparty government and there has been no major political upheavals for more than five years.

Data for the dissertation primarily is derived from mail questionnaire (in English and French) which was sent to 600 potential informants in the 34 nations. There was a 36 per cent return rate and all nations were represented except Guinea. Another primary source was personal interviews with personnel at African embassies in Washington, D.C. Other sources include personal correspondence with scholars or journalists knowledgeable about the African press and interviews conducted in East and West Africa. Over 200 books, articles and interviews are listed in the Bibliography.

The survey results generally show widespread governmental press ownership and control in independent Black Africa as the result of historical antecedents and socio-economic-political pressures on developing nations. The predominant ownership pattern of newspapers and magazines, for example, is governmental with 80 per cent of the nations in this category. Over half of the nations apparently endorse an authoritarian press concept which is manifested in a number of controls to prevent any criticism or public debate of the nation's policies or leaders.

Almost 60 per cent of the countries exercise pre-publication censorship and 70 per cent have policies which empower government officials to ban, confiscate or seize any newspaper or magazine. An independent judiciary is an alien concept in three-fourths of the nations and over half of the governments have preventive detention acts in which citizens can be held without charge or trial.

Broadcasting is becoming more professionalized but still remains under the direct control of the president or ministry of information in most of the countries. Two-thirds of the nations have banned or seized foreign periodicals in the past two years and another 70 per cent have exclusive governmental controls with international news agencies.

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AN ANALYSIS OF THE TRAINING AND PROFESSIONALIZATION CANADIAN JOURNALISTS

Donald Kenneth Wright, Ph.D.
University of Minnesota, 1973
Adviser: Robert Lindsay

This study had two prime concerns: the training and education available for, and the professionalization of Canada's journalists. Training was explored via a review of journalism education in Canada and other nations as well as via a survey questionnaire mailed to a stratified random sample of Canadian working journalists. Professionalization was analyzed by empirical survey research patterned, with certain modifications, after previous journalism professionalization studies.

Summary of Professionalization: One could argue successfully both that journalism is a profession and that it is not. Although journalism has many elements and characteristics of professionalization, it lacks some important ingredients of the traditional professions such as medicine, law and theology. And, yet, journalists are sometimes viewed as professionals, and as persons of high responsibility, because of public recognition of the importance of their work.

This dissertation argued that the question of whether or not journalism is a profession should be asked in terms of the individual and not the practice.

Thus an empirical study was designed to investigate the individual working journalist in Canada rather than the practice of journalism in relation to traditional professions in Canada. The study measured self-image, professionalization levels of a random sample of Canadian newspaper editorial room employees. The assumption, based on results of prior research, was that Canadian journalists were low in professionalization, but results revealed that the average Canadian journalist is on the upward side of medium professionalization. More than half the journalists surveyed revealed evidence of high levels of professionalization.

Summary of Training: Despite close ties with Great Britain and geographical proximity to the United States, Canada has neither required the profession-based journalism training which Britain does nor received the quantity of university-based journalism education which the United States has. Consequently, as this study found, half of Canada's journalists received no formal training in journalism, learning their profession on-the-job. Although forty per cent of Canada's journalists have university degrees, most majored in disciplines other than journalism and mass communication.

Most of Canada's journalism education is at community colleges or trade schools. There are thirty-two journalism programs at these institutions and four university-based programs offer journalism instruction. All the university-based journalism education, and more than fifty per cent of the community college departments are in the Province of Ontario. Some universities in other provinces offer communications instruction, but most teach communications in the broadest sense with emphasis on social and behavioral aspects of interpersonal communication and interpretation with little, if any, concentration on journalism and mass communication. Few Canadian newspapers offer any formal on-the-job training for new recruits, and because of the success of many journalism programs at academic institutions, most newspapers still having training programs place less emphasis on them than they did years ago.

The majority of Canada's journalists feel their peers should be educated in universities, that these universities should offer courses in journalism and mass communication, and that prospective journalists should receive some university-based journalism instruction. However, Canadian journalists do not necessarily agree that prospective journalists should receive university degrees with journalism majors; rather, they recommend majors in areas such as politics, history, economics and so on, with a number of journalism courses taken to supplement these degree programs. The journalists agreed strongly that periodic institutes or refresher courses should be offered at Canadian universities where working journalists could study such areas as journalism, law, economics, government and politics.

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THE EFFECT OF PERCEIVED COST AND THE PERCEPTION OF VALUE ON MEDICAL INFORMATION SEEKING

W. Russell Wright, Ph.D.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

This study was undertaken to determine the effect, if any, of perceived cost and value of search on the inclination to seek information about the symptoms of selected physical disorders. In addition, a questionnaire was developed to gather data relative to: (a) the perceived seriousness of the symptoms of the selected physical disorders; (b) perceived health status; (c) the degree of agreement with statements about doctors and medical care in general; (d) sources of health information, frequency of use, perceived value of the sources, and the type of information remembered; (e) the importance of items that are seen as most and least likely to lead to information seeking; and (f) certain demographic information.

A 64-item Q sort was developed by combining each of 16 symptoms of the physical disorders with each of four possible cost of information seeking/value of information seeking conditions: high cost/high value, high cost/low value, low cost/high value, and low cost/low value. In individually administered interviews, a purposively selected sample (n = 35) was asked to place the statements along a 9-point continuum from "definitely would seek additional information," to "definitely would not seek additional information." After completing the Q sort, each subject was asked to complete the questionnaire. The data were analyzed using a combination of factor analysis, regression analysis, analysis of variance, and t tests.

The hypothesis advanced in this research was: "Statements combining low cost with high value will receive the highest summated scores followed by high cost/high value, low cost/low value, and high cost/low value respectively". Data gathered to test the hypothesis were analyzed during analysis of variance and t tests. The sample indicated they were most likely to seek information when cost of search was low and the value high, with decreasing search indicated as hypothesized. Thus, the hypothesis was retained as tenable. There were also significant cost and value main effects with the difference in the magnitude of the t values associated with each suggesting that cost was secondary to value as a determinant of information seeking.

The factor analysis of responses to the 64-item Q sort isolated five response patterns (hypothetical person types) that accounted for 71.73% of the total variance.

Analysis of the item descriptions for types and z-score array supported the contention that cost, generally speaking, was secondary to value as a determinant of information seeking. For the most part, only high value versions of the statements had a z-score $> +1.0$.

Regression analysis was used with the demographic and health status, symptom seriousness, and doctors and medical care scales to determine whether they would have any predictive power to factor loadings generated from the factor analysis of *Q*-sort responses. Generally speaking, only responses to the symptom seriousness scale had any predictive power and these for Types II, IV, and V only. Significant predictors included running ears, bed wetting, blurry vision, and burning on urination, among others.

With respect to sources of medical information, these respondents indicated that, given the alternatives of newspapers, non-medical magazines, radio, and dramatic television programs, the best choice for transmission of medical information lay between newspapers and non-medical magazines.

Regarding the statements the sample indicated were most and least likely to lead to additional seeking, with few exceptions the only statements the sample indicated they would seek more information about were high value statement versions in both cost categories. Generally speaking, the sample indicated they would not seek additional information when perceived value of search was low.

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CONTROVERSY AND THE CHURCH MAGAZINE: A STUDY OF READERSHIP, CHURCH-RELATEDNESS, AND AGE

Frank Donald Yost, Ph.D.
Syracuse University, 1974
Adviser: William P. Ehling

The purposes of this project were (1) to define readers of a religious magazine dealing with controversial topics by characteristics that relate to their interest in or displeasure with such topics, and (2) to develop methodology for measuring these audience characteristics.

The setting was the 1970 establishment of *Insight*, a new Seventh-day Adventist youth magazine. Among the problems faced by the editorial staff then and currently are: Do youth show a measurably more favorable or less favorable reaction to controversial topics when compared with older age groups? Do those who feel close to the church differ from those who are alienated? What kinds of provocative material are capable of enticing new readers while not offending regular readers?

Answering these questions involved establishing operational definitions of regular readers, marginal readers, and nonreaders; establishing age categories consistent with the mores of the church; creating a church-relatedness scale for determining how close a person feels to the church (independent variables); and selecting provocative article topics. The questionnaire incorporated items for these factors plus sex, educational accomplishments, and family background. Sociological variables were stressed.

The dependent variable was reaction to controversial articles as they might appear in *Insight*, the new youth magazine; the *Review and Herald*, Adventists' general church paper; and *Spectrum*, an independent Adventist quarterly for intellectuals.

Five research hypotheses were proposed: (1) Youth and young adults are more likely to be pleased with controversial material than are members of older age groups. (2) Regular readers of the *Review* are likely to be pleased with noncontroversial articles; of *Insight*, more controversial; and of *Spectrum*, the most controversial. (3) Among older readers with high church-relatedness scores, the interest in controversial articles will be comparatively low. Among younger readers with high church-relatedness scores, the interest in controversial articles will be comparatively high. (4) Persons with low church-relatedness scores are more likely to favor the appearance of controversial articles than persons with high church-relatedness scores. (5) Marginal readers and nonreaders of the *Review* are likely to be more interested in controversial articles than regular readers. Conversely, marginal readers and nonreaders of *Insight* (or *Spectrum*) are likely to be less interested in controversial articles than regular readers.

Usable questionnaire replies numbered 589, or 52.1 per cent of the mailing. The data supported Hypotheses 1 and 3, gave qualified support to Hypotheses 2 and 5, and led to the rejection of Hypothesis 4. When used together, the two sociological variables, age and church-relatedness, showed a strong relationship to respondents' reaction to controversial articles. Age alone was also significant. Level of readership produced marginal results.

This research project demonstrated the usefulness of sociological variables in communications research and offered a new research tool--the church-relatedness scale.

M.A. and M.S. Theses

PROBLEM-SOLVING COMMUNICATION PATTERNS IN COMMUNITY DEVELOPMENT: A STUDY OF ACCIÓN COMUNAL IN COLOMBIA

Eric A. Abbott, M.S.
University of Wisconsin, 1970
Adviser: Marion Brown

Community development organizations in Colombia more generally are commonly faced with the problem of communicating their needs to local, state or national decision makers who dole out scarce resources as they see fit. The necessity for upward communication is especially pronounced for the thousands of Colombia's Accion Comunal (Community Action) organizations because they are prohibited by law from taxing or placing any obligatory quota to achieve their goals. Instead, these organizations must rely on hundreds of local, state and national entities (private and public) for help in carrying out community development projects.

Community development theory traditionally holds that such communications "from the people" to various governmental entities are absolutely essential to effective local problem solving. However, organizational theory predicts that in such situations, feedback messages from lower to higher levels will likely be few in number, distorted to suit the needs of higher-ups, and generally will be ineffective unless those persons sending the messages have some control over the support higher-ups need to maintain their positions.

The objective of this research was to examine the process of communication of information about community problems from local Accion Comunal groups to all other entities involved in the solution of local problems.

Specifically, the research attempted to: 1) Trace patterns of feedback communications used to solve problems, identifying actual decision makers and channels used to reach them; 2) Get a measure of efficiency and effectiveness of feedback communication for both official channels and intermediary and ad hoc channels; 3) Compare efficiency and effectiveness in terms of hierarchy; 4) Compare efficiency and effectiveness in terms of levels of influence; 5) Compare efficiency and effectiveness in terms of geographic location (urban or rural); 6) Study what effect other institutional variables such as political parity, capacity of agencies to support projects, allocation of budget funds, administrative red tape, etc., have on the communication process.

A case study method was used. Eight geographically distinct Accion Comunal school-building projects were examined--four in rural areas and four in urban locations. In each case, members of Accion Comunal were asked to indicate any problems they might have had in the planning, financing, construction or maintenance of their school. Any time a problem area was mentioned, all communications involved in solving the problem were traced. A problem-solving communications network for each project was constructed.

Findings indicated that no community had a particularly easy time of obtaining assistance in carrying out a school-building project. However, local Accion Comunal members appeared to be very knowledgeable concerning "how the system" works in Colombia, and were also adept at locating certain intermediaries who could improve their chances of receiving aid. In nearly all cases the granting of assistance was relatively unrelated to need, but was closely related to the influence of intermediaries the community was able to enlist in its cause (including Peace Corps, politicians, high church officials, etc.)

Other findings indicated:

--As one would expect, urban communities were able to tap more agencies and associations (36 percent more) for aid because of the greater number of such groups in cities (merchants' groups, urban Accion Comunal organizations, church funds, etc.).

--Because public funds were not usually made available by the Accion Comunal hierarchy itself, most communities had to seek other sources of aid. Having an officially formed Accion Comunal organization at the local level enabled them to legally apply for aid for projects from government entities.

--"Modern" school projects which necessitate using technology not normally available in the community (such as installation of steel roofing supports in place of wooden ones) require substantially more outside aid and hence more communication contracts. This is likely to delay project completion.

--The great majority of government agencies in Colombia lack the manpower, transportation or funding to aid communities seeking any kind of help. Those that do have some capability often impose such a complex and slow-moving processing system for applications and requisitions that delays of one or more years in completion of construction are common.

--The huge volume of communication messages necessary to carry out this type of community action project often has an adverse effect on the willingness and ability of local citizens to tackle additional projects later.

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A DESCRIPTIVE STUDY OF THE ROLE OF THE NEWSROOM STAFF IN SELECTING THE MANAGING EDITOR ON AN IOWA NEWSPAPER

Ruth L. Abogunrin, M.S.
Iowa State University, 1973
Adviser: J.K. Hvistendahl

A case study of the Burlington, Iowa, Hawk Eye was conducted in order to add to the fund of knowledge regarding newsroom democracy. In this case, "newsroom democracy" meant the power of the staff to participate in the hiring of their managing editor.

Since this was a case study, no formal hypotheses were postulated, although the attitudes of the staff members towards their jobs and towards the managing editor they helped to hire were studied, in particular.

A thirty-six item questionnaire was given to each of the 15 staff members (one refused) and to the managing editor. An interview with open-ended questions was conducted with the Hawk Eye's publisher-editor.

The latter was convinced that by allowing the staff members to veto his choice of a new managing editor (this occurred in June, 1972), he was committed to their decision on his nomination. If a majority of the staff had vetoed his choice, he maintains he would have submitted another name for approval. The newly-hired managing editor says he knows the publisher was sincere in relinquishing the power of the decision to the staff. But he says he also understands that the staff members really didn't believe they had been given such power. A majority of the staff say they feel the publisher had his mind made up by the time he gave them the veto power and the latter's choice would have been forced on them even in the face of staff opposition. All staff members, however, expressed a high degree of satisfaction with working at the Hawk Eye and expressed the belief that the newspaper is very responsive to the Burlington area resident's needs.

This study could be expanded. A study comparing this paper to similarly-sized dailies where no newsroom democracy has been initiated could be conducted. Also, comparing the Hawk Eye to other newsroom democracy pioneers could be a valuable study.

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THE FLOW OF INFORMATION AND OPINION IN A LOCAL LABOR UNION

Michael P. Ackley, M.S.
San Jose State University, 1974
Adviser: Dennis Brown

The object of this case study was to determine the channels of information and influence flow in Local 2428 of the American Federation of State, County, and Municipal Employees, an East Bay labor union. Particular attention was given to the possibility that information and influence in the local followed a two-or multi-step flow pattern.

For purposes of the study it was assumed that the local's membership would select its leaders to be its officers, that the leadership would make greater use of the news media than did the general membership, that the leadership would characterize news media coverage of a selected economic issue positively or negatively, that the rank-and-file membership would tend to adopt leadership attitudes both toward the economic issue and toward news media coverage of it, and that a two-step flow of information and influence existed in the local.

Data for the analysis of the flow of information and influence were gathered via a pair of questionnaires, the first sent to the local's membership, the second to its officers and to the officers of the international-union. The questionnaires included duplicate or parallel questions on media use and respondent opinions on media performance, and on the selected economic issue. Rank-and-file respondents were asked questions relating to their union activism, and officers were asked a series of questions on their personal experiences with representatives of the news media.

The data derived from the questionnaires did not lend strong support to the hypotheses, but did produce evidence of a framework for a two-step or multi-step flow. Geographical dispersal of the workers in the union and instability of union leadership may have hindered operation of such a flow. Similar studies of more cohesive labor unions, or of other special purpose social or economic organizations might produce valuable data on the nature of information and opinion flow in such pluralistic groups.

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THE COURTS' USE OF THE CONTEMPT POWER, THEREBY JUDICIALLY INTERPRETING THE FIRST AMENDMENT'S PROTECTIVE CLAUSE, ITS STATUS IN RELATION TO THE OTHER CONSTITUTIONAL RIGHTS, AND ITS RELATION TO PROTECTIVE STATE STATUTES... AS THEY RELATE TO THE DENIAL OF A NEWS SOURCE PRIVILEGE TO NEWSMEN

Lawrence David Agoos, M.A.
University of Georgia, 1973
Advisor: Jeff Clark

The journalists' privilege is a relatively new privilege not originating in Common Law, but, based upon state statutes, or arguably, the Federal Constitution. It is the purpose of this paper to define, separate, and correlate the basic relationship of the legal system and the press as they become entangled with the privilege question. Though the press of the United States enjoys a position of respect and freedom, a reporter's privilege to keep sources of sensitive information confidential when under oath remains a tense and critical issue as the Courts have recently found in In re Pappas, In re Caldwell, and Branzburg v. Hayes.

This thesis is an evaluation of this constitutional statement as expressed by prior judicial cases, and, authorities in the field. It continues the flow through judicial history, and, culminates in a possible solution to the confidential news source privilege question by use of a statutory scheme.

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PRE- AND POST-INDEPENDENCE NIGERIAN JOURNALISM: (1859-1973)

Ralph R. Afolabi Akinfeleye, M.A.
University of Missouri, 1974
Advisor: Robert P. Knight

The study is an exploratory study of the Nigerian press of the past and of the present. The methodology used has been generally descriptive, analytical, and interpretative.

Specifically, the study focused on mass media development, source, physical facilities, contents, use or uses and mass media impact on the Nigerian people.

The Nigerian press is comparatively a young press when compared with the presses of some other more advanced nations of the world with similar size and population. But by African standards, the Nigerian press is by far the oldest and richest in media development, facilities, and tradition. Despite all these qualities, the exact origin of the Nigerian press has remained controversial. But historians, African scholars and journalists alike, agree that modern journalism, the regular printing and publishing the news, was brought to Nigeria by an early European missionary, Rev. Henry Townsend in 1859, when he started the Iwe Irohin Yoruba (The Newspaper for the Yorubas) at Abeokuta, Western State, Nigeria.

Among other things, the study has noted five different kinds of media ownership in Nigeria: (1) Religious, (2) Private, (3) Political or Party, (4) Secular, and (5) Government ownerships. Originally, the religiously owned papers took the lead, followed by privately owned, then politically owned, and then secular and finally government-ownership.

The Nigerian government now controls more than eighty per cent of all the Nigerian newspapers. All the Nigerian radio and television stations are owned and exclusively controlled by the government. Radio broadcasting started in Nigeria in 1936, while the first African television station was started by Nigeria in 1959--WNTV Channels 3 & 4, located in Ibadan, Western Nigeria.

This study has also discovered that the early Nigerian press was highly outspoken, politicized, competitive, and diverse. But the Nigerian press of the later years, particularly under the military regime, has been restricted by decrees which are often imposed unceremonially.

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A COMPARISON OF STAFF ORGANIZATION AND EMPLOYMENT OPPORTUNITIES OF DALLAS BUSINESSPAPERS AND COMPANY PUBLICATIONS

Linda G. Akins, M.A.
North Texas State University, 1973
Advisor: Reg Westmoreland

This study compared the staff structures and the employment opportunities of Dallas area businesspapers and company publications. The study had five main purposes. They were (1) to examine the staff organization of various Dallas area business publications, (2) to examine the job roles and responsibilities within each type of publication, (3) to determine education requirements for employees, (4) to determine the experience requirements for employees, and (5) to evaluate business and industrial journalism as a career choice for journalism graduates in the Dallas area.

Two open-ended questionnaires were used to gather data from editors and staff members with company publications and businesspapers.

Six basic findings emerged from the study: 1. There is little turnover in both businesspaper and company publication staffs in Dallas. Staffs are usually small and employment is limited. 2. There are a variety of job roles with specific duties on the businesspaper, while company publications have fewer job titles with a variety of duties listed under each title. 3. Young, new career personnel direct both company publications and businesspapers. 4. There are no definite educational requirements on either publication, however, almost seventy-five per cent of the sample had college degrees. 5. Previous journalistic-type experience is not necessary for jobs on either publication, but employees felt it had been beneficial. 6. Employees on both publications had similar backgrounds, characteristics, and attitudes toward their jobs.

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AN ANALYSIS OF INFORMATION SEEKING PARAMETERS OF THE BLIND AND PHYSICALLY HANDICAPPED

Shirley A. Al-Doory, M.A.
University of Maryland, 1974
Adviser: James E. Grunig

A "Paradigm" could be called "a window onto the world." Paradigms serve useful purposes, among others: to guide research, define professionalism, conserve energy and, through learning, to advance man. Paradigms, or learning sets, enable organisms and systems to evolve and yet maintain stability; but because of them, organisms and systems can become rigid and obsolete.

System rigidity can be prevented by bringing more of the environment into the system or by searching the environment for indicators of fundamental, structural changes. Public relations practitioners can fill this role by mediating between organizations systems and their publics the environment. The present study uses a model which has proved to be useful for understanding widely divergent publics to determine the information needs of blind and physically handicapped clients of the Library of Congress.

The model utilized, a decision-situation model of communication behavior, predicts that individuals will seek information when they perceive a problem and these individuals will seek information only about alternatives which are feasible within their situation or environment. Determining which cognitive objects are problematic to an individual and relevant within his constraints reveals his information needs.

Data for the study were collected

through a mail survey of blind and handicapped users of special services of the District of Columbia Library. Sample size was 108, a 25% response rate. A Q factor analysis of 79 decision-situation variables revealed four types of blind and handicapped library users--each with different information needs.

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FREEDOM OF THE PRESS IN SPAIN SINCE 1966

Annie Jeannette Alfaro, M.A.J.C.
University of Florida, 1974
Adviser: Ramona R. Rush

This study traces the development of the authoritarian press doctrine in Spain since 1938 and examines the Spanish printed media covering the 1966-1973 period. It investigates the measures applied by the government to the press after the promulgation of the Press and Print Law in 1966, and the controls which tend to restrict freedom of the press in Spain. A series of personal interviews with thirty Spanish journalists comprises the major part of the investigation. Inverviews published about Spanish journals also served as valuable material for the study.

Regional press viewpoints were covered by interviews in Barcelona and Pamplona while the national scene was studied in Madrid. The inverviews were based on thirty structures within which the press operates.

It was concluded that merely proclaiming the principle of freedom of expression does not in itself guarantee press freedom; the government must make it a practical reality. Although the Press and Print Law provides for the elimination of censorship, government pressures still remain. It was found that ten types of government-press relations restrict press freedom in Spain. These were restrictions on criticism, domestic news control, international news monopoly, control of foreign correspondents, control of foreign publications, indirect censorship, ambivalent legal controls, regulation of the profession, punitive action, and legal and economic pressures on press enterprises.

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GAY TALESE: NEW JOURNALIST

Cynthia Mae Allen, M.A.
University of Texas at Austin, 1973
Adviser: DeWitt C. Reddick

In the field of "New Journalism" -- the literary meeting ground of fiction and nonfiction -- Gay Talese is increasingly attracting attention. The purpose of this paper is to trace the rise of Talese as a Journalist to his present position as acclaimed New Journalist. Particular note is made of his methods, both as a reporter and writer through examination of his major articles and books.

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PREDICTING READER INTEREST IN AN ANTHROPOLOGICALLY-ORIENTED NEWSPAPER COLUMN

Susan L. Allen, M.S.
Kansas State University, 1974
Advisor: Robert D. Bontrager

Anthropologists, traditionally bound by academia, have begun seeking an alternative means of disseminating anthropological information and insights.

Two basic assumptions of "beyond academia" anthropology are that the general public finds information which anthropologists explore interesting and that the mass media offer viable channels for communicating it.

This study focused on three questions relevant to communicating anthropologically-oriented information through a newspaper column: 1. Would an average newspaper audience read a column related to anthropology? 2. How would reader interest in a column related to anthropology compare with reader interest in other current newspaper columns? 3. How do such factors as age, sex, and education relate to reader interest in columns related to anthropology?

To find answers to these questions, the writer surveyed newspaper readers in Topeka, Kansas, a city of 125,000. A representative sample (systematic-clustered) was selected; the survey instrument was administered by personal interviews in late October and early November, 1973.

The survey instrument used the title-rating method developed by Jack B. Haskins for pretesting readership in editorial items. Respondents were provided a booklet in which titles and subtitles of 18 newspaper column items were displayed. Six items were anthropologically-oriented; the twelve other items were in the areas of sports, social comment, political comment and general interest (3 items in each area). Using a 0 - 100° scale, respondents indicated their degree of interest in reading each item.

The findings supported the hypothesis that reader interest in anthropologically-oriented items would be similar to reader interest in the other four areas. The mean ratings of reader interest in 15 items fell in the middle 20 degrees on the scale (40-60°). All six anthropologically-oriented items fell in this area, ranging from 46+ through 57+ degrees. Two politically-oriented items, referring to Nixon and the presidency, were rated above 60 degrees (65° and 66°). One sports item was rated lower, at 36+ degrees.

Analysis of variance showed a statistically significant difference ($p.<.05$) between anthropologically-oriented items and items in two other areas (general interest and political). However, group means for the five areas were consistently strong, ranging from a low of 44+ degrees for sports items to a high of 57+ degrees for political items. Anthropology items were rated at 49+ degrees, 5 degrees above sports columns and 8 degrees below political items.

Analysis of reader interest in the five areas by sex, education and age showed significant differences ($p<.05$) as follows: in sex, for sports (higher interest for men), for social items (higher interest for women), and for political items (higher interest for men); in age, for political items (higher interest for older age group); and in education, for anthropology items and for political items (higher interest for higher educated group).

On the basis of these findings, the author concluded that reader interest is great enough to justify a newspaper column for communicating anthropological information and insights to the public.

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AN ANALYSIS OF OBJECTIVE-SUBJECTIVE CONTENT OF NEWS PROGRAMS OF THREE TELEVISION NETWORKS

Frederick Ivan Anderson, M.S.
Iowa State University, 1973
Adviser: J. K. Hvistendahl

Many critics of network news programs have accused them of subjectivism, negativism and sensationalism. This study tried to see if those accusations are well founded.

To test for subjectivism, three sentence classes were devised: factual, inferential and judgmental. Factual sentences were capable of being verified. Inferences were interpretative, based on fact. Judgmental statements were purely the speaker's opinions of the facts. These classes were applied separately to sentences spoken by network newsmen and non-network news sources.

Each statement was also assigned a score on a five-point favorability scale. The points on that scale: unqualified favorable; qualified favorable; neutral/balanced; qualified unfavorable; unqualified unfavorable.

To study sensationalism, three attention factors were examined in combination: amount of production devoted to coverage; duration of reports; position within the news program.

Tests for all three variables were applied to the total sample, each network and seven subject categories: politics-government; social problems; labor-economy; U.S. social flavor; military-Southeast Asia; international news; and crime-disasters. The sample consisted of two randomly chosen programs from each network for each day, Monday-Friday.

Analysis indicated that, depending on subject category and network, between two-thirds and three-fourths of all statements are based in fact and spoken by network anchormen or reporters. The rest are scattered among all three classes, spoken by both network and non-network sources. However, only 6.6 per cent of all news items contained judgments uttered by network employes.

On the issue of negativism, the networks had an overall balance which was slightly qualified unfavorable. However, depending on network, source and subject, scores ranged anywhere from unqualified favorable to unqualified unfavorable.

No clear indications were evident on the sensationalism issue.

A prime area of further research suggested is exploration of causes of variation in treatment, especially regarding subjectivity.

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THE RELATION OF TELEVISION VIEWING AND CONTENT TO CREATIVITY IN ADOLESCENTS: A MULTIPLE REGRESSION ANALYSIS

Sr. Mary Jacqueline Anderson, M.S.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

While creativity is receiving attention from educational researchers, very little experimental data have been collected on non-academic influences, such as television viewing, upon the creative process. For this reason the problem considered in this study was: is there any relationship between an adolescent's creative mental abilities and the amount and content of his television viewing which might cause a reduction or neglect of first-hand creative experiences.

The subjects were 258 female, tenth grade students who took creativity, achievement and intelligence tests. The subjects were also asked to keep for a one-week period a television and creative activities log. In order to analyze the effects of television viewing on creativity it was hypothesized that when intelligence and achievement are held constant, the amount of time spent viewing television, the amount of time spent in creative activities, and the types of television programs viewed by adolescents will together and individually account for significant proportions of variance in the creativity index. Possible interactions between achievement and intelligence and between televiewing time and content were also hypothesized.

Linear regression models were developed for each of the hypotheses and on the basis of the variances obtained and probability of the F values of the variances occurring by chance (p=.05), hypothesis 1 was accepted in part. The predictor variables considered together but not separately did account for a significant proportion of the variance in the creativity index. The interaction hypotheses were both rejected. Within the prediction models, creative activities time and achievement were found to be the best predictors of creativity.

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THE EFFECTS OF AN INFORMATIONAL BRIEFING ON THE ATTITUDES OF CERTAIN HIGH SCHOOL SENIORS IN THE DALLAS-FORT WORTH METROPOLITAN AREA TOWARD THE AIR FORCE ROTC TRAINING PROGRAM

Robert G. Andrews, M.J.
North Texas State University, 1974
Advisor: Tae Guk Kim

This study was a simple "before" and "after" attitude measurement experiment using an experimental group and a control group.

The attitude measurements were made before and after the subjects in the experimental group were presented an informational briefing about the Air Force ROTC training program. Both the experimental group and the control group were subject to exposure to the Air Force mass communication advertising during the two-month study period.

The results indicate that the increased knowledge gained by the experimental group through its exposure to the informational briefing caused a negative change of attitude within the group. However, the control group had no significant change of attitude during the study period even though more than 87 per cent of those subjects were exposed to some form of Air Force advertising.

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AN EVALUATIVE SURVEY OF VOTER ATTITUDES BEFORE AND AFTER SCHOOL FINANCE CAMPAIGNS

Tom Murray Arnold, M.A.
California State University
Fresno, 1973
Adviser: Dayle Molen

This study's goal was to test the proposition that public attitudes are more receptive to change via "soft-sell" messages than via "hard-sell" ones. "Hard-Sell" refers here to public relations campaigns emotionally presented and emphasizing the issue's urgency; "solf-sell," conversely, would be low keyed and unemotional.

Proposition testing was via a survey of two simultaneous campaigns for passage of school bond issues or tax levies. One campaign, in South Fork, California, utilized the "soft-sell" approach; the other, utilizing the "hard-sell" approach, was in Beardsley, California. Both areas had several similar characteristics, including racial, socioeconomic and cultural ones. A five per cent random sampling of voters from each area was interviewed prior to the campaigns as to its attitudes on the issues. Nominally-scaled response frequencies of these samples were compared with similar totals derived from actual voting figures and from post-election interviews with respondents in both samples. The Chi-square test of statistical significance was used to assess the significance of differences between responses in the pre and post campaign interviews. Respondents also were depth interviewed as to how they voted and why.

Results provided evidence that neither of the approaches will significantly change attitudes or voting behavior, if there is a general voter predisposition favoring or opposing fiscal support for school districts. Such predispositions seem related, in turn, to long-run voter attitudes toward their district's total education program.

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READERS' CONTENT PREFERENCES IN COOPERATIVE EXTENSION SERVICE MIMEOGRAPHED NEWSLETTERS IN NAVAJO COUNTY, ARIZONA

[illegible]Roy Jess Asher, M.A.

University of Arizona, 1973

Adviser: Philip Mangelsdorf

In late summer of 1973 two questionnaires were mailed to persons on a homemaker

In late summer of 1973 two questionnaires were mailed to persons on a homemaker mailing list in Navajo County, Arizona, to survey newsletter preferences in content, selected lengths (four and eight pages) and one-column or two-column set.

With 48.47 per cent and 52.37 per cent returns on the two questionnaires, a sufficient amount of information was received to justify a report.

The study was divided into 12 categories in terms of total response, age groupings and groupings of education levels. The study showed that reader age affected the areas of reader interest. The fog index had no connection with interest or readership.

As education level increased, reading time decreased. A majority read all of a newsletter--the percentage increasing as newsletter length decreased and age increased.

Eight pages in a newsletter was acceptable but three to five pages were preferred. Shorter newsletters would be read more often than longer ones and the preferred frequency was once a month.

No difference in ease of reading was shown between one column set and two column set and no preference was shown for the number of columns per page.

Excluding answers of no preference, paragraphs four to six lines long with a one-column set were favored.

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CONTENT ANALYSIS OF EDITORIALS IN SIXTEEN CHAINED AND UNCHAINED INDIANA NEWSPAPERS

Emily Jean [illegible]uman, M.A.

Ball State University, 1973

Adviser: Mark Popovich

This thesis examined the content of sixteen Indiana newspapers, chosen at random, to calculate the topic classification of editorials. Because of concern for chained newspaper growth in America, this study attempted to draw conclusions as to the topics of editorials printed in both chained and unchained newspapers. Since "one-publisher" cities are also increasing, further aspects of this study examined editorials in newspapers of varying circulation categories.

Indiana has eight-two daily newspapers - [illegible]0 chained, and 52 unchained. From the complete list, sixteen papers were randomly chosen - two chained and two unchained from each of the following four circulation categories: 1-10,000; 10-20,000; 20-50,000; and 50,000 up.

Editorials from a ten-day sampling over two, two-month periods were examined and classified according to the defined topics of "local," "state," "national," and "international."

The findings of the study showed that Indiana newspapers, whether chained or unchained, large or small, editorialized most heavily on national issues. However, comparatively, chained newspapers published more local and state editorials than did unchained papers. The unchained newspapers published approximately twice the number of national editorials as state and local editorials, combined. The newspapers with the largest circulations, also, published more local editorials than did small papers, but the small papers surpassed the large papers in printing state editorials. However, small papers did concentrate more heavily on national issues than large circulating dailies did. No classification of newspaper, consistently, printed many international editorials.

The conclusions of the study show that chained newspapers and those with large circulations are doing a better job of localizing editorials than are the chained newspapers and small circulating dailies. However, this study was a quantitative account of editorial topics and it made no attempt to study the quality of the editorials.

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PRIME TIME ACCESS RULE, TENNESSEE 1973: A STUDY OF PROGRAM PRACTICES AND NEEDS FOR IMPLEMENTATION

John Thomas Badgett, M.A.
The University of Tennessee, 1973
Adviser: Herbert H. Howard

This thesis has two main goals: (1) to determine how Tennessee television stations fill their returned time under the Federal Communication Commission's Prime Time Access Rule, and (2) to find out whether station programmers might purchase independently produced, non-entertainment programs to aid in filling part of the access time.

The Prime Time Access Rule limits the number of hours each evening a local station may carry programs produced by any network. Its main goal is to foster the production of more varied program fare from new sources by reducing the networks' domination of nighttime television.

To gather the information on Tennessee television, two questionnaires were prepared. One was mailed to station executives near the beginning of the 1972 program season. The second was administered by personal visit to many of these same people in the early spring of 1973.

The results generally are these: (1) Tennessee television stations program the same shows which national surveys show are popular in other markets during the access period: game shows and situation comedies. (2) The audience for these shows may not be as large as the program previously produced by the networks for broadcast during these time periods, but in many cases the locally programmed shows attract more viewers. (3) The majority of Tennessee television stations do not produce documentary-type programs on a regular basis, though all stations surveyed do carry a moderate amount of public affairs programming. Except on rare occasions, no public affairs programming is scheduled during the access period.

Additionally, a majority of the stations surveyed said they probably would purchase independently produced, non-entertainment programs, though they probably would not schedule them in the access period. A comparison of the price most stations would pay for such programs--given the probable cost of the production--showed that such productions could not economically be produced for sale solely in Tennessee. In this thesis, however, an alternate method of supplying quality, non-entertainment programs to at least one station in each of the five major markets in Tennessee is proposed. The proposal depends basically on extension of an already-established air of cooperation among the television stations in the state and provides for five or more stations jointly to produce some of their public affairs and documentary programs.

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CHARLES KURALT: ON THE ROAD: A STUDY OF THE CBS TELEVISION NEWS FEATURE

Virginia Ruth Bailey, M.A.
University of Oklahoma, 1973
Adviser: Bruce H. Hinson

In October, 1967, CBS News correspondent Charles Kuralt began traveling the backroads of America to report the good news of the everyday life of Americans. His reports are called "On the Road," and are broadcast as a part of "CBS Evening News" on the CBS Television Network.

This thesis looks at the complicated procedures of producing "On the Road" features from story selection through their broadcast. From September 8 through 23, 1970, the writer of this thesis accompanied Kuralt and the three other members of his "On the Road" crew as they traveled in their motor home on a typical story filming journey. She interviewed the men and observed their work as they produced three features and portions of two others. Those observations resulted in a journal account of that sixteen day period for this paper. The journal attempts to relate to the reader the work, play and attitudes of the men toward their work.

In addition to the journal account of one "On the Road" trip, the thesis examines the human interest story as news, the expansion of "On the Road" as evidenced by prime time television programs and radio programs, and its influence on the news programming of some local television stations.

The thesis points out that CBS News is programming Kuralt's "On the Road" essays not as "good news for good news' sake," but to show that the values which built America still pertain.

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READERS' THEATRE: COMMUNICATION AIDING LEARNING IN THE ELEMENTARY SCHOOL

Mary Frances Baker, M.C.
Florida Technological University, 1972
Adviser: Raymond W. Buchanan

The main purpose of this investigation was first, to examine the effects of three methods of presentation--silent reading, oral interpretation, and readers' theatre--on listeners' comprehension and retention; and secondly, to determine if readers' theatre is effective in prompting introverted students to participate actively in group discussion.

In general, the experimental design of this study proved workable. The method appears to be a sound approach to comparative small group research as well as research in the area of readers' theatre.

This investigation used a selective cutting of an original prose selection and it may have had an effect on audience response inasmuch as something of the artistic composition of the literary work may have been lost. However, precaution was taken to preserve all but a few of the less substantive words of the original and in light of the very limited amount actually substracted, the possibility that this factor may have influenced listener response does not appear very great, but still must be considered when evaluating the study.

The possibility that the "Hawthorne effect" was operating may be a problem in this experiment. Although all groups studied received a readers' theatre presentation, only one group was tested on the material presented. The other groups, in addition to a readers' theatre presentation of another story, were presented Widdershins in the oral interpretation and silent reading conditions. We may conclude that "special attention" was given the experimental group receiving the readers' theatre treatment and created the problem of the Hawthorne effect which may have influenced the results. However, the possibility of this actually occuring in this investigation is slight because precaution was taken to use the same readers to present a story in readers' theatre form to all the groups involved in the experiment. This was done in an effort to reduce the special treatment variable by affording all the subjects exposure to a readers' theatre condition. The three readers were present in each treatment group during the entire experiment.

In addition, there was some question of whether or not a prescribed time limit in the silent reading group would influence results. It was decided that "ample" time would be provided for a careful reading of the material with no set limit. At the conclusion of all treatments, the silent reading presentation had taken seventeen minutes, the oral interpretation presentation, eight minutes, the readers' theatre presentation, ten minutes. The question of time limitation appears to have no observable influence on the outcome of results.

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POPULATION, LITERACY RATE, AND PER CAPITA INCOME AS DETERMINANTS OF DAILY NEWSPAPERS AND CIRCULATION IN THE MIDDLE EAST

Maliheh Bakhtar, M.S.
Oklahoma State University, 1973
Adviser: Lemuel D. Groom

Scope and Method of Study: This study was based on the problems of population, literacy rate, and per capita income as factors in determining the number of daily newspapers and their circulation in the Middle Eastern Countries. This writer was interested in learning if differences in population, literacy rate, and per capita income made a difference in the number of dailies and in increasing their circulation in the Middle East. A questionnaire was mailed to 16 information offices in the Middle Eastern Countries to collect the latest information about population, literacy rate and per capita income. An analysis of variance with the use of regression method was run on the obtained data to test the variance.

Findings and Conclusions: Through the fourteen tests run in the regression method analysis of variance only five tests proved to be significant. The most significant test was (1) the relationship between literacy and circulation of daily newspapers in the Middle East. Also the relationship between the following variables were significant: (2) population and the number of dailies, (3) interaction of literacy rate x population and the number of dailies. (4) interaction of population x literacy rate x per capita income and the number of dailies, (5) interaction of literacy x per capita income and the circulation. This researcher feels that development in news media in the Middle Eastern countries is highly correlated with literacy rate and the governments of those countries must take action in raising the literacy rate.

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A GAME THEORY APPROACH TO PROGRAMMING PRIME TIME NETWORK TELEVISION

Trichur Ramakrishnan Balakrishnan, M.S.
University of Illinois, 1974
Adviser: Donald P. Mullally

"A model is simply a representation of some or all of the properties of a larger system. The system is the toal environment surrounding the problem, whereas the model is a description of the aspects of the system that are essential to the system." Game Theory is a mathematical tool, and can be viewed as abstracting its problems from real life situations. The Theory of Games as an applied science has intrepid goals, and game theoretical analysis produces mathematical models, for the analysis of decision processes, capable of simulating the realities of decision making.

In television, a "program rating provides an estimate of relative audience size--'relative' because it is based on a percentage. It can be viewed as an estimate of relative popularity in the sense that people tune to one program in preference to other competing programs available at the same time (as well as in preference to doing something other than watching or listening). . . The most popular network television programs generally earn ratings in the 20's." A.C. Nielsen provides the networks and advertisers with the Nielsen rating, which influence nearly every program decision made by the television networks. They are what the networks sell to advertisers and what the programs are designed for.

The game of television is basically between the networks and the advertiser, and the Nielsen ratings determine what the latter pay for the broadcast of his commerical. In television programming, the three networks (CBS, NBC, and ABC) play an involved game in a most cut-throat fashion with only one referee--A.C. Nielsen's rating. The winner of the game may charge the advertiser more dollars for a commerical to reach the millions viewing that program.

Programming, then is the name of the game and there is only one objective--winning. Winning as defined by A.C. Nielsen.

It is the development of a mathematical model for decision-making that this thesis proposes. A decision-making model that would provide answers to: (1) Which programs are to be used? (2) What should be the programming tactics?

The basis for the model has been game theory; mathematically it has been shown how prime-time programming can be reduced to a game form and how winning can be quantified. The model, having only one objective--winning the game played--takes into account the various factors that are initially evaluated and then converted into mathematical quantities.

Obviously, no output of a mathematical model should be used as the sole decision-making criterion. Rather, it should be used more as a tool that helps in the process of decision-making. And, this proposed model has one inherent advantage. It is the first of its kind in attempting to make programming prime-time network television as much a science as it is an art form.

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THE DEMISE OF THE SATURDAY REVIEW: A HISTORY OF THE CHARNEY-VERONIS TAKE-OVER

Deborah Baldwin, M.A.
University of Oregon, 1973
Adviser: Roy Paul Nelson

Norman Cousins edited the Saturday Review from 1940 until November 1971, when he quit over disputes with the magazine's new owners, two young entrepreneurs named Nicholas Charney and John Veronis. Hoping to use SR as a cornerstone in a communications empire, Charney and Veronis pumped large sums of capital into the magazine and in October 1972 divided it up into four monthlies: Saturday Review of the Arts, Saturday Review of Science, Saturday Review of the Society, and Saturday Review of Education.

Behind Charney and Veronis were two successful magazines called Psychology Today and Intellectual Digest, both of them built on the premise that the American magazine is headed toward greater specialization. Both magazines were also successful in selling in-house marketing "spin-offs"; one observer noted that "their pages were mined for gold," as Charney and Veronis advertised book clubs, educational tools, films, posters, and parlor games to their readers. "We don't think of the reader as a $12-a-year subscriber but as a potential $100-a-year customer," Veronis said.

Projected descriptions of the four new SR monthlies were an outgrowth of Psychology Today and Intellectual Digest, two magazines which were described as "leading the general reader through fascinating new fields of specialization." The new owners of SR hoped to combine this concept with the past success of SR under Cousins, along with the stimulation of newer graphics and more dramatic editorial appeal. Along the way, they hoped to build up Saturday Review Industries into a powerful conglomerate of communications enterprises which could be sold for profit as early as 1974.

Injecting the monthlies with capital from venture-capitalist investors, Charney and Veronis planned to spend a great deal of money the first two years of publication, using the magazines as a tax shelter until they went into the black and could "go public" on the stock market. Investors would then make double their initial investment at the time of the sale of the magazine, they said.

The one confusing aspect of the Charney Veronis prospectus was the goal of attaining mass circulation for each of the separate monthlies. Mass promotion often means appealing to the common denominators of the reading public, by-passing the special-interest reader who seeks greater depth than a mass magazine can give. This aspect of the promotion of the new monthlies contained the seed of their destruction.

Mass promotion entailed spending all of the new company's resources in a gamble many observors felt was unrealistic; advertisers and fellow-publishers criticized the new monthlies openly, shaking the confidence of many people who otherwise might have helped support the magazines through an initial period of gestation. When recipients of the slick, direct-mail promotion Charney and Veronis churned out in several massive campaigns failed to respond to the literature, a series of cash-flow crises followed. The magazines were bankrupt by April 1973, not quite two years after their acquisition by Nicholas Charney and John Veronis.

While the SR monthlies grew from several important trends in the magazine world today, they were nonetheless crippled by the ambitious mass-circulation projections of its owners. Neither special-interest nor totally general-interest in their editorial design, they failed to attract the right kind of advertising and the right number of readers to propel the once staid weekly into a realm of high profits. Investors, who had poured over $10 million into SR in an eighteen-month period, lost interest when it seemed apparent that the company would not go public by 1974 after all. They failed to re-finance one last time in April 1973, and SR folded; Norman Cousins was able to buy back the name and its mailing lists in July for $500,000, and he has combined it with World to form a single, bi-weekly, which he has named Saturday Review/World.

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AN HISTORICAL ANALYSIS OF THE MORRISTOWN (TENNESSEE) CITIZEN-TRIBUNE: 1966-1970

Sheridan Clinton Barker, M.A.
The University of Tennessee, 1973
Adviser: John M. Lain

The purpose of this thesis was to examine the history of the Morristown (Tennessee) Citizen-Tribune and to analyze the factors which contributed to the newspaper's survival in a competitive situation. A limited statistical comparison of the Citizen-Tribune and its competition, the Daily Gazette-Mail, was made to provide information on advertising and circulation.

It was discovered that the Citizen-Tribune was founded primarily as a medium for advertising outside Morristown. Also found was the fact that the Daily Gazette-Mail did not battle for circulation or advertising (from 1966 through 1972).

The Citizen-Tribune was found to be a successful business operation which showed adequate profit margins and steady gains in circulation and advertising. Some weaknesses were found in the newspaper as a product, however. Editorially, the Citizen-Tribune was never strong. The newspaper was often unattractive in appearance, and variety in page layout was seldom found. Local photographs lacked clarity and rarely showed action.

The current Citizen-Tribune, as a product, was found to be an improvement over the early issues of the newspaper. News coverage was broadened and photographic quality improved, but the Citizen-Tribune's appearance (arrangement of stories, headlines, and so forth) still showed a need for improvement.

The potential for the Citizen-Tribune seemed promising on the basis of past circulation growth and increased advertising. However, a stronger editorial voice and more depth in local coverage news seemed needed.

Data were obtained in interviews, microfilm copies of both Morristown newspapers, and Citizen-Tribune's prospectus, which contained projected statistics (such as revenue, expenditures, and profits). Also obtained were selected Audit Bureau of Circulation figures and advertising lineage and percentages for both newspapers.

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COGNITIVE EFFECTS FROM USING ANALOGIES TO COMMUNICATE PHYSICS TO AUDIENCES IN DIFFERENT DECISION-SITUATIONS

C. Michael Bartholomew, M.A.
University of Maryland, 1973
Advisor: James E. Grunig

The job of the science writer is to communicate science information effectively to a public not trained in science. Because science plays an increasing role in contemporary life, science communication is essential to the proper functioning of our society.

Scientists employ abstract concepts when communicating with each other. Layman do not understand science because they do not think in terms of scientific abstractions. Research has indicated that one way for the science writer to effect science understanding among laymen is to relate unfamiliar science concepts to concepts from his readers' everyday experience by using analogies.

Other studies have sought to improve science communication by concentrating on post-exposure effects in terms of science readers and nonreaders. These have ignored the question of what goes on in a person's mind while he is reading a science article, and they have categorized the audience in prejudicial terms.

The recently-developed signalled stopping technique of Richard Carter has permitted observation of communication behavior during message reception. A decision-situation model introduced by James Grunig has shown promise of utility in predicting patterns of communication behavior. An experiment is proposed which uses signalled stopping and the decision model to investigate cognitive effects during the reception of messages about physics concepts.

Definite patterns in communication behavior were found among audiences partitioned by the Grunig model. The results suggest the science writer should choose topics which interest readers and which readers think they can understand; they will accept more science information and will think more about it.

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MARTIN LUTHER: MASS COMMUNICATOR AND PROPAGANDIST

James H. Batts, M.A.
North Texas State University, 1974
Adviser: Reg Westmoreland

Martin Luther saw in the modern printing press God's great gift for reaching unprecedented numbers of people with the reformed gospel message. As a result, Luther dominated the German printing press as no one before or after him.

He also helped to elevate and standardize the German language with his vernacular translation of the Bible and with the hundreds of topical tracts he published. His publishing success and leading the Reformation help establish him as a pioneer in mass communications.

Luther's three main treatises, liturgical reforms, and use of hymns made him an equally important pioneer in propaganda. He applied his skills with the vernacular repeatedly to manipulate Germans so they would reject Roman Catholicism, adopt Luther's views, and hold to them. His success as a mass communicator and propagandist contributed greatly to the reordering of society in the Western world.

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A COMPARISON OF NEWS CRITERIA ACROSS ROLES AT THREE TELEVISION NEWS DEPARTMENTS IN IOWA

Thomas K. Bauer, M.A.
University of Iowa, 1973
Adviser: Daniel E. Costello

This exploratory study investigated the perceptions of news criteria of news personnel at three medium market television news departments. The study centered on five news department roles: news director, news assignment editor, news reporter, news cameraman, and news anchorman.

Representatives of each role were selected at the three television stations. In depth interviews were conducted with the 13 persons in the final sample. The respondents were asked for their perceptions of news criteria for each of the five news roles, including their own. The interviews were tape recorded and were later transcribed for analysis.

The data were developed into role composites of perceptions, using excerpts taken verbatim from the interviews.

The role composites were used to test two assumptions: concepts of news judgements within roles are more similar to each other than news judgements between roles; the news criteria applied in one role are perceived to be different than that of the news criteria applied in the four other roles. The data confirmed the two assumptions.

The cameraman role was the only role which was not perceived as exercising news judgements. Cameramen were uniformly perceived as mechanics instead of journalists.

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KNOWLEDGE AND OPINIONS ON NUCLEAR POWER ISSUES: HOW WELL-INFORMED IS THE PUBLIC?

Grace Marjorie Beane, M.S.
University of Wisconsin, 1973
Advisor: John E. Ross

The major hypothesis of the study was that federal and state officials would have significantly more information on a technical issue such as nuclear power than local citizens, and that the opinions of these officials would differ significantly from those of the citizens. Federal officials were also expected to have more information than state officials. However, the purpose of the study was not simply to prove that governmental officials have more information on technical issues than citizens. It was to determine how the amount and type of information differed between federal, state and local levels and what channels for communication existed between the three levels.

A questionnaire was developed to measure an individual's knowledge and opinions on nuclear power and related issues. This questionnaire covers a variety of topics-everything from nuclear safety to electric rate structures. The survey results substantiated the major hypothesis of the study.

Since data at the federal level was incomplete, the study does not conclusively show that federal officials are better informed on nuclear power issues than state or local officials. Thus, state officials who are not as specialized in their review often had a broader knowledge of nuclear issues than federal officials.

In conclusion, future information studies should prove that value systems of people, who are involved in environmental decision--making influence information transfer in the decision process.

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AN EVALUATION AND PRELIMINARY CLASSIFICATION OF GUIDELINES USED BY SELECTED JOURNALISTIC FILM CRITICS

Clyde Walter Belcher, M.A.
University of Arizona, 1974
Adviser: Philip Mangelsdorf

Approximately 75 per cent of the nation's newspapers and 30 per cent of the magazines print critical reports on the movies. Most are written by journalists who provide information and not aesthetic judgment. Some critics provide more than information by blending a pragmatic approach with academic analysis.

This study describes 13 reviews by 12 selected journalistic film critics on four films: The Last Picture Show (1971), The French Connection (1972), Frenzy (1972) and Last Tango in Paris (1973).

There does not appear to be a uniform standard for judgment of film. These critics established their own criteria. They reveal a knowledge of film history, ability to observe detail, and skill in writing.

Three factors appear common in the reviews: (1) Frequency of deadline does not appear to affect judgment. Those writing for dailies are as perceptive as those writing for weeklies or monthlies. (2) While the director is cited most often as the creator of the film, the critics appraise film as a group activity. (3) The majority of comment is devoted to theme and content, but the critics do not tell the whole plot or story development.

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AN INVESTIGATION OF SOME POSSIBLE CORRELATES OF COMMUNICATION ACCURACY IN A COORIENTATION FRAMEWORK

Marc Gordon Benton, M.A.
University of Kentucky, 1974
Adviser: R. Lewis Donohew

This research was concerned with accuracy in interpersonal communication and some variables which might reasonably be considered to affect this accuracy: dogmatism of listener, sex of speaker and listener, and listener's attitude change toward the position of the speaker. Four hypotheses were tested: (1) low dogmatics will be more accurate than high dogmatics in low and moderate agreement conditions, but high dogmatics will be more accurate than low dogmatics in a high agreement condition; (2) low dogmatics will be more variable in their perceptions of speakers' attitudes than high dogmatics; (3) those subjects who change their attitudes toward the position of the speaker will be more accurate than those subjects who do not; (4) female listeners will be more accurate than male listeners. There were three agreement conditions (agree, disagree, mixed) and both sexes represented in the six videotaped speeches on abortion presented to 18 sections of the basic public speaking course at U.K. Agreement conditions were assigned, and attitude change and accuracy were computed, through pre-test and post-test opinion questionnaires on abortion. Only hypothesis 2 was supported.

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DUVALIER AND THE PRESS

Jay Berman, M.A.
University of Southern California, 1974
Advisor: Theodore Kruglak

Dr. Francois Duvalier, dictator of Haiti from 1957 to 1971, had a unique way of dealing with the press. Shortly after his inauguration, he jailed several opposition publishers, firebombed their printing plants and expelled foreign newsmen from the country; the poorest in all the Western Hemisphere.

The lifespan is less than 40 years in the Caribbean island nation; 90 per cent of the people are illiterate; and per capita annual income is less than $100. Duvalier's rule did nothing to alleviate those conditions. Indeed, thousands may have died as political prisoners of the Duvalier regime. His secret police, the Tonton Macoutes, were characterized by their dark sunglasses and their machine guns.

This paper examines the conditions which existed in Haiti during the time of Duvalier, and describes the often-pitiful attempts by disorganized opposition groups to oust the man who liked to be called Papa Doc. It attempts to show how hopeless the situation of the Haitian people became under the xenophobic former physician's rule as self-appointed President for Life. It also examines conditions in Haiti since Duvalier died in 1971 and was replaced by his 19-year-old son, Jean Claude.

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AN EXAMINATION OF THE MOBILIZING INFORMATION CONCEPT: AN ANALYSIS OF TWO OREGON NEWSPAPERS

Jennifer Townsend Bielaski, M.A.
University of Oregon, 1974
Adviser: Karl J. Nestvold

The concept of "mobilizing information" has been developed by communications researcher James B. Lemert. Mobilizing information, when included in news stories, consists of names, places, dates, times, and other specific information which enables the reader to take action upon political and economic problems rather than merely to be aware of them.

This study examined two Oregon daily newspapers, the Portland Oregonian and the Eugene Register-Guard, to determine further mobilizing information was present. Statistical analysis of the data was by Chi Square.

Results of the study indicated the following significant findings: 1.) mobilizing information occurred more frequently when a news item was non-controversial than when it was controversial or negative; 2.) mobilizing information tended to be presented more often when the source was an official one rather than a member of the newspaper's staff; 3.) the editorial page did not carry mobilizing information more frequently than other sections of the paper; and 4.) mobilizing information in election stories was included more often in locally-written items.

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HIGH SCHOOL JOURNALISM IN NORTH CAROLINA: A SURVEY OF TEACHERS, PROGRAMS, AND INSTRUCTIONAL NEEDS

William Harmond Billings, M.A.
University of North Carolina, 1974
Adviser: Eugene F. Shaw

In March, 1973 a structured mail questionnaire was sent to each of the journalism teachers in the 229 public high schools which offered journalism during the 1971-72 school year. Data from the questionnaires was analyzed in two phases, using the Statistical Package for the Social Sciences (SPSS).

The frequency totals or marginals revealed that only 36 per cent of the respondents had completed journalism courses, but 85 per cent would be willing to take journalism courses toward recertification, and 57 per cent favored certification requirements for journalism teachers. The cross-tabulations revealed that journalism training and experience was highly correlated with the respondent's self-rating as a journalism teacher and with the quality of journalism instruction.

On the basis of the survey findings, the author concluded that the primary needs of high school journalism in North Carolina were: (1) teachers who are better qualified to teach journalism, and (2) more journalism courses in the average size high school.

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A CASE STUDY OF THE INDIAN AND PAKISTANI PRESS: THEIR PERFORMANCE DURING THE 1971 INDO-PAK WAR AND THEIR USE AS PROPAGANDA AGENTS

Vinita Bindra, M.A.
Indiana University, 1974
Adviser: J. Herbert Altschull

The study analyzed the role of the press as a governmental propaganda agent during wartime, with the 1971 Indo-Pakistani conflict as the case in point.

Included in the performance study were two Pakistani newspapers, the Pakistan Times and Pakistan Observer; two Indian newspapers, the Times of India and The Hindu. The New York Times was used as measure of control. The time period studied included that of the December war and the three prior months.

The major question addressed was whether the Indian and Pakistani newspapers allowed themselves to be used as instruments of diplomacy and national propaganda. Four subsidiary questions were posed. Did the newspapers of the two countries: (1) make an increasing call for all-out war and intensify war hysteria, (2) blame the other country for war effort and provocation, (3) misrepresent the enemy and the progress of the war, and (4) omit particular news items?

Analysis established that the Indian and Pakistani newspapers did indeed serve as agents of national propaganda. They intensified war hysteria and called for war, mainly through significant play to inflammatory statements of national leaders and by editorial support; they blamed the enemy for provocative behavior regarding the East Bengali refugees and for border violations; they misrepresented the enemy by accusing it of conducting lying propaganda, by carrying stories of enemy atrocities, demoralization and cowardice and by misreporting the actual progress of war. Little evidence was found to support the hypothesis that certain news items would be omitted. Instead, unfavorable news was reported and denied.

So thoroughly did the newspapers support their home Governments that their views were identical to those of the Government. An examination of the press conditions in the two countries disclosed that the papers worked under stringent controls. The Pakistani press was rigidly controlled through martial law regulations, violation of which carried heavy penalties, and through precensorship. Although the Indian press was under direct censorship for only a few weeks in December, it also was not completely free of controls. Thus, it was concluded that the press had little choice but to support Government policies. However, evidence of independent nationalistic fervor indicated that at least part of the support was voluntary. Thus, the newspapers served as vehicles of national propaganda not only out of compulsion but also because of patriotism.

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CAREERS AND JOBS FOR AMERICAN WOMEN AS REFLECTED IN THE PAGES OF MADEMOISELLE, 1935-1973

Catherine A. Binns, M.A.
University of Missouri, 1974
Advisor: Joye Patterson

The thesis is a study of where one women's magazine, Mademoiselle, has stood, from 1935 through 1973 on the subject of a larger role for women in society, especially in the realm of careers. It looks at the image of women as presented in the editorial content. The magazine's encouragement of careers or housekeeping, its position on jobs and the influence of the women's liberation movement on the editorial content of Mademoiselle in the seventies are studied.

The opening chapters place the American women's movement in a historical context and trace the gains and losses of women in the area of careers as described by some historians, sociologists and media.

The thesis concludes that although the emphasis placed on jobs and careers varies greatly during the magazine's publishing history, following the ideas of its readers rather than leading them, Mademoiselle has continually given its readers information on careers. During the forties, for example, career articles were numerous and often connected with the war effort. In the fifties, career articles often emphasized the home life of women as well as their jobs. The women's liberation movement has influenced the editorial content of the magazine in the seventies. Feature articles discuss job discrimination, inequality and frustration felt by women.

The type and amount of career information offered readers by the magazine changes with the climate of opinion in society, but some sort of career department has always contributed articles. The very existence of such a department at times when other women's magazines ignored careers for women points out Mademoiselle's positive stand on the subject of careers for women.

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LEGAL INTERPRETATION AND PRESS USE OF THE ILLINOIS OPEN MEETINGS LAW

Gary M. Blackburn, M.S.
Southern Illinois University, 1974
Adviser: Gerald Grotta

A balance between the public's right to know and the government's need for privacy is a debate that is difficult to win. This debate takes shape in the Illinois Open Meeting Law. The first part of this study focuses on legal interpretation using the sparse case law record in Illinois together with law review commentary, attorney general's opinions, and other related materials to come to some conclusions about the application of the law to public bodies, the exceptions permitted by the law, requirements for notice of meetings, and methods used to enforce the law.

The second part of the study attempts to survey the daily newspapers in the state to determine their use of the law. Questions explored include requests made to public bodies for meeting notification, publishing of advance notice of public meetings, availability of copies of the law, frequency of questionably closed meetings, challenges of those meetings in print and in court, and efforts made to substantiate reasons for closed meeting before and after such meetings.

The comprehensive study concludes that the number of exceptions to the law may have weakened its intent, that newspapers should more diligently pursue violations of the law in the courts, and that the media itself is its own best weapon in fighting behind-closed-door sessions.

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EVALUATION OF A PUBLIC INFORMATION FUNCTION: TEXAS DIVISION OF THE AMERICAN CANCER SOCIETY

Johana Lee Blaschke, M.A.
University of Texas at Austin, 1973
Adviser: Alan Scott

The thesis presents a case study of the public information functions of a large non-profit organization as it conducts its education/information and fund-raising programs. The subject of the study is the Texas Division of the American Cancer Society which has been successful in its educational efforts and financial campaigns.

The thesis deals with the public information aspects of the Division's organizational structure, communication channels, recruitment and training of volunteers, and preparation of educational materials to inform the public about cancer and the search for its prevention and cure.

The Texas Division's practices should provide insights helpful to those who must gain and hold public interest and support.

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AN ANALYSIS OF THE COMMUNITY NEWSPAPER: BLACKVILLE COMMUNITY USED FOR CASE STUDY PURPOSES TO DETERMINE WHETHER THOSE DESIRED FACTORS FOR THE ESTABLISHMENT OF A COMMUNITY NEWSPAPER EXIST

James R. Boylston, M.A.
University of South Carolina, 1974
Advisor: Perry Ashley

This study attempted to do two things. First, a departmentalized analysis of the weekly newspaper was concluded in order to ascertain the more significant factors involved in establishing and operating a weekly newspaper. Also, the following hypothesis was tested:

> A study of selected factors in the Blackville community will indicate that a weekly newspaper could be a successful business venture there.

This hypothesis was tested in light of the following criteria: (1) a study of selected scholarly books and journals; (2) data obtained from three community surveys and a content analysis of a community newspaper; (3) interviews with several editors and publishers in South Carolina; and (4) a familiarity with the research area--Blackville.

A survey of the market area of the proposed newspaper indicated that a significant number of potential and probable advertisers existed. This factor--among others cited in this study--is the basis of an affirmation of the above hypothesis.

No other medium of mass communication provides a comparable amount of information about local persons as does the weekly. A weekly newspaper will likely be a successful business enterprise if it meets the following criteria:

1. Adequately informs its community by making persons cognizant of other local persons' activities, fortunes, and misfortunes.
2. Maintains a good base of advertisers.

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POLICY AND PRACTICES REGARDING PUBLIC SERVICE ANNOUNCEMENTS AT SELECTED COMMERCIAL RADIO STATIONS IN FLORIDA: A SERIES OF CASE STUDIES

Marshall Hall Breeze II, M.A.J.C.
University of Florida, 1974
Adviser: Leonard J. Hooper

In recent years, increasing attention has been given to the subject of "public access" to the mass media, particularly broadcast media. Public service communication agencies have come on the scene and some claim that broadcasters fail to provide meaningful exposure for topics of genuine community interest. At the same time, the national Advertising Council has increased efforts to provide free time and facilities for public service broadcast materials about a variety of worthy causes.

The purpose of this study was to investigate the processes by which public service or public interest materials from all sources are chosen for broadcast at commerical radio stations in Florida. A nine-station sample was constructed to resemble the universe--all AM and independent FM stations in the state--in terms of transmitter power, hours of operation, community size, number of stations in immediate area, and network and FM station affiliation. Individual in-depth interviews were conducted with management and on-air personnel during the spring of 1974 to determine how PSA materials available to the stations finally reached the air.

The findings of the thesis were presented in descriptive terms. The data tended to indicate that PSA policy ranges between two extremes: genuine consideration of messages and their relevance to community needs on one hand; more-or-less automatic programming of well-produced spots from national agencies to the virtual exclusion of other messages on the other hand.

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THE FEDERAL TRADE COMMISSION, 1969 - 1973: YEARS OF FLUX

Janet Brigham, M.A.
Brigham Young University, 1973
Adviser: M. Dallas Burnett

This study examines the relationship between a 1969 American Bar Association report on the Federal Trade Commission and FTC recommendations for improvement. The ABA committee chairman, Miles W. Kirkpatrick, was named chairman of the FTC a year later, succeeding Caspar Weinberger, who took the position shortly after the ABA report was issued. FTC action from 1969 to Kirkpatrick's resignation in January of 1973 is compared to ABA report recommendations in the areas of planning and coordination, leadership and delegation of authority, enforcement, economic functions, consumer fraud, and informal consultations. A relationship between the recommendations and the FTC action exists to the extent that the FTC strengthened its actions in all six major areas of recommendation. The FTC took some positive action on fifteen of eighteen specific suggestions. Major commission developments were in policy planning and evaluation, organization, and enforcement mechanisms.

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A HISTORY OF THE AMERICAN FORK CITIZEN: 1903-1973

J. Paul Broadhead, M.A.
Brigham Young University, 1973
Adviser: Oliver R. Smith

The American Fork Citizen has been published continuously for 70 years in American Fork in central Utah. It was preceded by seven weekly papers, published between 1867 and 1903.

The Citizen was founded May 2, 1903, by William D. Loveless, II. Loveless published the paper until 1913 when it was purchased by Lorenzo Willis Gaisford. Gaisford also published the Lehi Banner and Pleasant Grove Review in conjunction with the American Fork Citizen. He sold the Banner in 1917.

Upon L. W. Gaisford's retirement in 1923, the Alpine Publishing Company and its papers, the American Fork Citizen and Pleasant Grove Review were sold to Arthur F. Gaisford and A. Frank Gaisford. A. Frank Gaisford published the Citizen from December 1, 1923, to June 6, 1963, selling the Pleasant Grove Review in 1942. E. Russell Innes bought the Citizen in 1963. Having switched to offset printing, Innes jointly publishes the American Fork Citizen and Lehi Free Press at American Fork, printing at AMOR Printing Center.

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EDITORIAL ADVERTISING: A MEANS OF FREE EXPRESSION?

Alan W. Brown, M.C.
Florida Technology University, 1974
Advisor: M[illegible]an Meeske

The issue considered is whether or not the continued use of editorial advertising can serve as a modern means of free expression.

The facts indicate that there is a paradox concerning modern applications of the First Amendment. Free speech and free press guarantees, originally synonymous, have recently clashed over the question of media access. Editorial advertising has been suggested to bridge the free speech - free press gap. Advertisements expressing opinions on issues or public importance have been used to print media and public utility media. Their use in broadcast media, however, has been extensively debated. Recent court decisions concerning broadcast editorial advertising as free speech have oscillated.

The thesis calls for a view of editorial advertising within the context of the First Amendment. It suggests that, with today's rapidly increasing communication processes and technologies, editorial advertising is a modern way for citizens to express themselves to their community.

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A STUDY OF THE RELATIONSHIP BETWEEN PUBLICATION AND AUDIENCE VALUE ORIENTATIONS, AND PERCEPTIONS OF THE AUDIENCE TOWARD THE PUBLICATION

Leslie Greer Brown, M.A.
Brigham Young University, 1974
Adviser: Dallas M. Burnett

The study was designed to analyze the possible relationship between attitude differences of an audience toward a publication and value system congruence of the audience and publication.

Brigham Young University alumni attitudes and values were obtained from a mail questionnaire. A content analysis identified the terminal value system projected by *Brigham Young University Today*, a publication mailed to alumni.

Value rank differences between reader and interest level groups and value system similarities were determined. No significant relationship existed between the value systems of the audience and the publication. High correlations were recorded between the tested groups' value systems.

According to findings of the study, alumni values and value systems are very similar regardless of differing attitudes and perceptions toward the communication.

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ABORTION REFORM: AN ANALYSIS OF THE REPORTAGE AND EDITORIAL INTERPRETATION OF PROPOSAL B BY THREE MICHIGAN DAILY NEWSPAPERS IN THE GENERAL ELECTION OF 1972

Rita Marie Bruning, M. A.
Michigan State University, 1973
Adviser: W. Cameron Meyers

This study is an investigation of how the *Detroit Free Press*, the *Detroit News*, and the Lansing *State Journal* covered news of the abortion reform issue before the people voted on Proposal B in the general election of November 7, 1972. On the ballot Proposal B was a

> Proposal To Allow Abortion Under Certain Conditions. The proposed law would allow a licensed medical or osteopathic physician to perform an abortion at the request of the patient, if (1) the period of gestation has not exceeded 20 weeks, and (2) if the procedure is performed in a licensed hospital or other facility approved by the Department of Public Health. Should this proposed law be approved?

Microfilmed copies of the final city edition of each newspaper from October 1-November 7, 1972 were read in the State Library of Michigan. The daily and Sunday issues of each newspaper were examined and when a story was found it was checked for the date, page number, story position, story length, and exact headlines. Photographs, their size and play, of proponents and opponents of the abortion law reform issue were also taken into account. Finally, the editorial preference of each newspaper was analyzed to present a complete picture of each paper's total campaign coverage.

Although story length is relied upon most heavily in analyzing the performance of each newspaper, the total number of stories allotted to each side of the issue, the headlines assigned to each story, and the story content are also considered.

The *Detroit Free Press* is the only daily morning paper. The *Detroit News* and the Lansing *State Journal* are daily afternoon papers.

It was found that two newspapers included in this study editorially supported Proposal B. The third newspaper took no editorial stand on the abortion law reform issue. One of these newspapers, the *Detroit Free Press* did not, however, allow editorial support for abortion reform to influence its news coverage. The *Detroit News* appeared to let its preference for abortion law reform slightly influence its news coverage. The Lansing *State Journal* published a disproportionate account of the abortion reform controversy. Not only did the *State Journal* allow the anti-abortion group an advantage of all the newspapers studied in terms of column-inches (anti-abortion supporters received 176 1/2 more column-inches of space than pro-abortion reform supporters), but the newspaper virtually ignored the pro-abortion reform side of the issue throughout the campaign.

It was found that the Detroit newspapers relied primarily on their own staff writers to cover the abortion issue. The *Detroit Free Press* and the *Detroit News* used two wire-service stories each. The Lansing *State Journal* used nine wire-service stories to cover the abortion law reform controversy.

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A COMPARISON OF THE AMOUNT OF FARM MAGAZINE ADVERTISING AND THE ADOPTION OF TWO FARM PRACTICES

Terry L. Buchholz, M.S.
University of Wisconsin, Madison, 1970
Advisor: Douglas D. Sorenson

This study attempts to show the relation of the quantity and timing of advertising for two agricultural products in two farm magazines to the rate of adoption of those products on farms. One state and one nationally-oriented farm magazine were used in the study of advertising for 2,4-D weed spray and an antibiotic supplement.

The results generally show ad content for 2,4-D and antibiotic products paralleling but not clearly leading the adoption rate. With 2,4-D there does tend to be a decrease in the amount of advertising as the product becomes established. But this basically parallels the decrease in adoption as most of the community has adopted the practice. This decrease in advertising for antibiotics is not as evident.

In this study, advertising content does not lead the adoption of the two farm practices. More accurately, it generally keeps pace with the rate of adoption. Advertising is a commercial-impersonal source of information using the mass media (in this case, magazines) as a vehicle to present itself. However, advertising may not be governed by the same factors that govern news or editorial content. So advertising would not necessarily follow the same pattern (leading the adoption until it's established and then dropping it). Instead of leading the adoption of the practices, ad content keeps pace with it. And advertisers continue to advertise even after a practice is established because they want the reader to keep their product in mind.

Buchholz suggests that more research needs to be done on the question of why individuals use certain information sources at different stages in their decision-making process. He also suggests that more knowledge is needed about how the sources themselves decide what information to offer their audience.

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A CLASS PLAN FOR A JOURNALISM COURSE IN JUNIOR COLLEGES

Judith Lucille Burken, M. A.
Michigan State University, 1972
Adviser: George A. Hough, 3rd

In junior colleges today many journalism teachers are drafted from the ranks of disciplines other than journalism and told to teach a course that will provide student reporters for the college newspaper. This instructor has little or no educational background or professional experience in the journalistic field and is not prepared to teach a journalism course.

This thesis sets forth some suggestions and offers some materials to help this instructor teach a class in news writing. Included in the thesis are lists of films for class use and exercises to teach the principles of observation, suggestions for selection of texts for the course, tips on the teaching of writing leads using the local newspaper as a guide, and the text and how to expand the story lead into the complete news story.

Samples of student-written assignments and instructor keys are included as well as sample tests to be given on text materials. An annotated bibliography is appended to the thesis.

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PUBLIC RELATIONS AT THE DR. PEPPER COMPANY

Robert M. Bu[illegible], M.A.
North Texas State University, 1973
Advisor: Reg Westmoreland

The problem of this study was to examine the community, stockholder, and consumer public relations of the Dr. Pepper Company.

The data were collected by an examination of the major areas in Dr. Pepper's public relations department. Detailed questionnaires were used in interviewing the department's head, Harry Ellis, and his assistant, Jim Ball. Follow-up interviews clarified

Ball's and Ellis's responses to the questionnaires.

Chapter I introduces the thesis. Chapter II presents information about Dr. Pepper's consumer relations, Chapter III presents data about stockholder relations, and Chapter IV presents information about community relations. Chapter V summarizes the study and makes conclusions and recommendations.

Dr. Pepper's overriding weakness was the lack of pre- or post-testing of its public relations efforts; and its strengths are that it has never been accused of doing misleading advertising, and it labels its products so that the consumer knows its content.

The recommendation was made to expand and departmentalize the public relations operation.

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BUDGET, AVAILABILITY, AND USE AS VARIABLES FOR APPLYING INSTRUCTIONAL TECHNOLOGY IN FLORIDA HIGH SCHOOLS

Michael Walter Byers, M.C.
Florida Technological University, 1973
Advisor: Robert L. Arnold

The need for the increased use of audio-visual aids as channels of communication in the classroom has long been realized. It has been the degree of application that has remained relatively unmeasured.

This study attempts to evaluate the degree of application of a program of instructional technology in Florida high schools from three points of view: (1) the availability of equipment in schools of a given size, (2) the use of equipment that is available, (3) the role of the instructional portion of the school's educational budget in either increasing or limiting application.

To evaluate the instructional technology programs in Florida, a questionnaire was constructed which would measure school budget percentages for instructional technology equipment, and the degree of actual use in the classroom. The instrument was mailed to high schools representing the following five sizes of high schools in each county where possible. (1) 0 to 499 students, (2) 500 to 999 students, (3) 1000 to 1999 students, (4) 2000 to 2999 students, (5) 3000 students and above.

Of the 143 questionnaires mailed out, 53 were returned for a total response of 37 percent.

The first part of the questionnaire dealt with the role the instructional portion of a school's educational budget plays in either increasing or limiting the application of an instructional technology program.

The results show that in order to create, maintain, or expand an instructional technology program, the actual instructional portion of the total educational budget must be tripled.

This is supported by the fact that although Florida high schools meet or exceed the 1973 minimum four percent of the instructional budget recommended being spent on instructional technology, this four percent actually averages less than half of the $3.50 a year per student minimum recommended in 1963.

Discussion. Sources of funding outside the school must be established which would allow schools to purchase the types of equipment required for an effective instructional technology program.

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AN ANALYSIS OF THE PSYCHOLINGUISTIC ABILITIES OF CHINESE-ENGLISH BILINGUAL CHILDREN AND AMERICAN-ENGLISH MONOLINGUAL CHILDREN

Annie H. Liu Caldarera, M.A.
Brigham Young University, 1973
Adviser: Owen S. Rich

The purpose of this investigation was to study the differential psycholinguistic abilities between bilingual Chinese children and monolingual English-speaking children. The Illinois Test of Psycholinguistic Abilities was used as the measurement tool. This study used 50 children, 25 Chinese bilingual children and 25 American Caucasion monolingual children. A one-way analysis of variance was conducted to detect significant differential performances on the raw and scaled scores.

The results indicated that Chinese children, as a group, scored significantly higher on the Visual Closure subtest. The American children scored higher on the Grammatic Closure, Auditory, Association, and Manual Expression subtests. The most significant finding was that the bilingual children tended to be visually oriented learners while the monolingual children were auditory learners. It was concluded that the bilingual children in this sample could utilize visual stimuli in the learning process more efficiently than auditory stimuli.

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THE OUTDOOR TIMES: A READERSHIP SURVEY AND HISTORY OF A SPECIALIZED WEEKLY NEWSPAPER

Randy D. Cameron, M.A.
North Texas State University, 1973
Advisor: Reg Westmoreland

The problem of this study was an audience analysis of the weekly newspaper Outdoor Times, a Dallas-based publication with a circulation of 13,500. The analysis was conducted by a readership survey in the form of a questionnaire mailed to 580 randomly selected subscribers of Outdoor Times. The survey produced 246 usuable questionnaires from respondents.

The purposes of this study were to examine the characteristics of a specialized regional publication, to determine some characteristics of subscribers to Outdoor Times, to determine some reasons why readers subscribe to the publication, and to examine subscriber's likes and dislikes concerning Outdoor Times.

The conclusions of the study are that the majority of subscribers feel that the main function of Outdoor Times is to provide timely information on local outdoor activities, that subscribers have a generally high over-all opinion of the publication, and that subscribers are more interested in the hunting and fishing content of the publication than the other outdoor activities it covers.

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THE FCC VERSUS "TOPLESS RADIO"

John C. Carlin, M.A.J.C.
University of Florida, 1974
Adviser: Harry H. Griggs

During the late 1960's, several radio stations began to experiment with a format subsequently known as "topless radio." This format involved live, on-the-air, telephonic discussions between a station personality and feminine listeners. Initially, the discussions were only moderately sex-oriented, but as time passed and more stations adopted the format, the explicitness of the discussions on sex and sex-related matters intensified.

After listening to excerpts from one program--"Femme Forum" aired on WGLD-FM, Oak Park, Illinois,--the Federal Communications Commission announced its intent to fine the licensee, Sonderling Broadcasting Corporation, $2000 for alleged obscene broadcasting. The licensee argued that the Commission's action was an abridgment of the First Amendment and tantamount to censorhip. The question raised in this thesis is whether or not the FCC acted within the purview of its charter, The Communications Act of 1934, and in the public interest.

The study shows that the public airwaves are inherently obtrusive, i.e., there is no way to control who will be exposed to the material broadcast. Within the "unintended" audience may be children, a segment of the population society in general considers should not have unrestricted access to explicit sexual materials. Also, airing of obscene or indecent material in effect denies to those who would be offended by such material access to the offending frequency. The FCC held such denial as not in the public interest. The study concludes that the Commission's action against the licensee was within the spirit and the law of the Communications Act of 1934, as amended.

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A STUDY OF PERSONS WHO WRITE LETTERS TO THE EDITOR OF THE ATLANTA CONSTITUTION

Peggy Cook Carter, M.A.

University of Georgia, 1973

Adviser: Ernest C. Hynds

The thesis topic originated from a research paper done by this writer on letters to the editor columns and letter writers which showed that no formal study had been conducted in recent years. This researcher believed that the recent social revolution in which racial, ethnic and youth interests were emphasized might have altered the basic profile of newspaper media respondents. To investigate this possibility a study was made of the persons who wrote letters to the Atlanta Constitution for a six-week period in spring, 1972.

The study begins with a survey of what has been written both academically and non-academically on letter writers. It then briefly reviews the history and present status of the Atlanta Constitution to provide background for the study. The methodology chapter explains how the questionnaire was drawn up to achieve the best possible results. It also explains the use of psychographics in this type of study for the first time.

In the results chapter, one finds that those persons who wrote the Constitution were not significantly different from those presented in earlier profiles and that the few differences might be attributed to other reasons as well as to social change. Basically, letter writers were found to be well-educated, married, homeowners and parents. Many had corresponded to other media and to public officials. The psychographics showed that the respondents regularly sought information from all media. The respondents were also active in their communities and had good voting habits. They differed basically from previous profiles in that they tended to be more mobile and that they tended to be Democrats rather than Republicans. The thesis concludes with suggestions for future researchers of media respondents.

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PHOTOGRAPHER'S ETHICS IN TEN PHOTOJOURNALISM SITUATIONS AS JUDGED BY THREE TYPES OF FLORIDA DAILY NEWSPAPER NEWS MANAGERS

Harvey Robert Chabot, M.A.J.C.

University of Florida, 1974

Adviser: Harry H. Griggs

This study examined the photographer's ethics as judged by three types of Florida daily newspaper news managers: (1) the person who sets overall editorial policy, (2) the key editor for daily news operations, and (3) the highest ranking news photo manager.

The purpose was to investigate a possible shift in the ethical evaluations by the respondents of three alternative photographer actions in each of 10 case-model situations. Respondents were asked to judge the photographer's "on site handling" of each situation; to judge the photographer, assuming he does not tell the editor on duty (that is, the "desk") how he handled each situation; and to judge the photographer, assuming he does tell the desk.

It was hypothesized that the photographer's ethics would be judged highest where he tells the desk how he handled a given situation, and lowest where he does not tell the desk. The ethics of the photographer's "on site handling" would be judged somewhere between the two extremes, depending on the situation.

All three types of news manager respondents were expected to make similar ethical evaluations concerning the photographer's actions.

Results tended to support the investigator's hypothesis. The results of the study show that the ethics of the photographer's actions are not only viewed in terms of his actions in the field, but are also contingent upon whether or not the photographer tells the desk how he handled the given photo assignment.

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PRESS COVERAGE OF THE CHILEAN COUP AS REPORTED BY FOUR WORLD NEWSPAPERS

Patricia A. Chain, M.S.
University of Wisconsin, 1973
Advisor: John Fett

This project analyzed coverage of the Chilean military coup as presented by four world newspapers--The New York Times (U.S.A.), Le Monde (France), La Prensa (Argentina), and Jornal do Brasil (Brazil)--for the period September 12-30, 1973.

It focused especially on The Times' coverage of the coup, as a specific example of general patterns of U.S. news reporting on Latin America and compared it with reports of the coup appearing in the other three newspapers, in order to assess differences and similarities of coverage.

For each newspaper, measurements were taken of the number of articles and number of column-inches per day. Content of the articles on the coup was measured by coding information units ("items") according to seven basic categories: economic forces, political-social forces, interpretations, hard news, reactions, junta statements, and other. Items within each of these categories were identified as to value-orientation, that is, favorable or unfavorable to the coup. Items were classified as favorable which agreed with the Chilean military junta's versions of events and analyses, and as unfavorable if they disagreed with junta viewpoints.

Results of the study indicate that The Times de-emphasized the significance of the coup, especially in comparison with Le Monde, which devoted more than twice as much space and three times the number of articles. The Times and Le Monde used signed articles from special correspondents, while Le Prensa and Jornal used Western wire services for most of their information. Jornal did not limit itself to U.S. news agencies, as did La Prensa.

All newspapers emphasized political and social factors in interpreting why the coup happened and presented some hard news as to how it happened. Le Monde, unlike the other three papers, devoted a great deal of space to interpretations and world reactions, emphasizing the larger world-wide significance of the coup. Jornal gave heavy emphasis to factual news reporting, presenting nearly as many items in this category as The Times did in the entirety of its coverage. Jornal, La Prensa, and The Times played up junta statements. Le Monde virtually ignored all except the undisputable ones, such as decrees.

The Times, La Prensa and Le Monde all took strong advocacy positions and the viewpoint was apparent in nearly all items and categories of coverage, with a major difference in the case of La Prensa, which tended to separate hard news commentary more than the other two. The Times and La Prensa supported the coup; and Le Monde condemned it. Jornal never openly supported or condemned the coup, probably because of censorship restrictions. However, the connotative tone of its reportage was sympathetic to the civilian population, if not to the Allende government itself.

Editorials in each newspaper expressed opinions about the Chilean coup that were reflected in other parts of the paper. Statements of viewpoints were not confined to editorials, but permeated the newspapers' presentation of news, commentary and analyses outside of the editorial page. News and analyses reinforced positions taken in the editorials.

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THE INFLUENCE OF AN EDUCATIONAL RADIO PROGRAM ON NEWS READING HABITS AND INTERESTS OF TAIPEI ELEMENTARY SCHOOL PUPILS

Laban Ching Chao, M.A.
Brigham Young University, 1973
Adviser: Owen S. Rich

The problem briefly stated is: Does the presentation of an educational radio news program to fifth and sixth grade elementary pupils in Taipei raise their level of interest and taste in current events?

The following null hypothesis was tested: There is no significant difference in the interest and habits in the current events of fifth and sixth grade pupils who listen (experimental group) and those who do not listen (control group) to an educational radio news program. The survey sample included 504 of the total fifth and sixth grade enrollment of 10,000 pupils in Taipei elementary schools. The data was analyzed statistically using "Test of Hypothesis Concerning the Difference Between Two Proportions."

In summary, the experimental results show there is little difference between the experimental and control groups in the use of news media. There are significant differences in the types of articles and the frequency of reading between the experimental groups and control groups. Finally, the results show little difference between the experimental groups and control groups in the order of newspaper content selections.

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THE DIFFERENTIAL EFFECTS OF THE MEDIA ON SOURCE AND MESSAGE CREDIBILITY

Buddy W. Chapman, M.A.
University of Oklahoma, 1973
Adviser: Ernest F. Larkin

This experiment was designed to study the difference in interactive effects between the media on subject and message credibility. Subjects were exposed to one of four treatment conditions in which a source of information delivered a message that was either anticipated and congruent or unanticipated and incongruent with the announced background of the source. These four treatments were administered by both audio tape and video tape.

The hierarchy of persuasive power of the different mass media has long been generally believed. Empirical examination of this effectiveness factor has lain dormant for the most part since pre-television days. Earlier laboratory experiments did indicate that face-to-face communication was more efficiently persuasive than radio, and that radio was more efficiently persuasive than print. Experimental linkage of television into this chain has not been accomplished.

The findings of this study failed to produce any significant media effects. The data did indicate a reversal effect for source credibility. The subjects rated the message higher when presented by a low credibility source than when the same message was presented by a high credibility source. However, there was evidence that this effect may have been due to an invalid credibility referent.

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REPORTING OF CRIME AND CRIMINAL JUSTICE IN THE AMERICAN DAILY NEWSPAPER

Thomas Joseph Chapman, M.A.
Syracuse University, 1973
Adviser: Henry F. Schulte

Methods and tactics for reporting news about crime, law enforcement and criminal justice seemed to be changing for American daily newspapers during the turbulent decade of the 1960's. It was a matter of conjecture how much change took place. Perhaps more clearly, but not perfectly, discernible was the nature of the change in such news coverage.

This study was designed to measure certain aspects of the scope and nature of the change. It seemed important to determine whether crime news rated high priority among most newspapers; whether there were any clear trends toward more sophisticated approaches in coverage; whether the large, big-budgeted newspapers were doing all the innovating; whether the quantity of news was increasing or decreasing; whether certain types of crimes were getting more editorial attention than before; whether the modern crime reporter was more experienced.

The desired basic data were sought by way of a 10-page questionnaire which was offered to 257 American daily newspapers (all the nation's 50,000-plus circulation papers plus a few which, though under 50,000 circulation, were the largest in their respective states). Four pages of questions were aimed at management and six at criminal justice reporters. Seventy-five responses were received, of which 70 contributed the data used in the study.

Once the basic data were compiled and compared, five of the cooperating newspapers were visited for closer analysis: Newsday (Garden City, L.I., N.Y.); The Record (Hackensack, N.J.); The St. Petersburg Times (Fla.); The San Francisco Chronicle (Calif.); and The Stockton Record (Calif.).

One chapter of the paper is a comprehensive narrative description of the basic data. Another sets forth in detail the findings of the five closer inspections. A third chapter describes a "typical" newspaper's coverage. Some projections on future coverage were made in another chapter. The appendix contains a replication of the questionnaire, a listing of the cooperating newspapers, and it contains 50 tables of the basic data and certain cross-tabulations on the data.

The findings support the assumption that criminal justice reporting tactics are changing, that many newspapers are cutting down on numbers of stories and providing a more sophisticated focus on trends in crime instead.

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COMPARATIVE NEWS JUDGMENT OF INDIAN AND AMERICAN JOURNALISTS

Anju Grover Chaudhary, M.A.
University of Maryland, 1973
Advisor: L. John Martin

News editors everywhere have certain criteria--whether conscious or unconscious--by which they make news judgments. This study was undertaken to determine whether the criteria for the selection of news are universal or whether each cultural system or nation has its own unique rules. It has limited itself, however, to two very different cultural systems--India and the United States.

Thirty editors, reporters, and correspondents of various newspapers were selected in India and a similar sample of thirty editors, reporters, and correspondents was chosen for the experiment in the United States. In addition, twenty-five foreign correspondents from different parts of the world were interviewed in the United States to elicit from them their impressions of the differences in the news values of their country and those of the United States.

Tests of homogeneity of variance. t-test, Pearson's product-moment correlation coefficient, and multiple factor analysis of variances were used to reach the conclusions for this study.

The null hypothesis, which asserted that no statistically significant difference exists between the newsmen of India and the United States in their selection of news for their newspapers, was accepted when the judgments of American and Indian newsmen were viewed as a whole.

The results of this study show that Indian and U.S. newsmen use similar criteria in selecting news for their newspaper, but the newsworthiness of a story is based on different combinations of news values in India and the United States.

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COMPARISON OF FAMILY PLANNING COMMUNICATION PRACTICES OF TAIWANESE FAMILIES LIVING IN MADISON, WISCONSIN AND TAIWAN, REPUBLIC OF CHINA

Phoebe Fei-Pi Chen, M.A.
University of Wisconsin, Madison, 1973
Advisor: Nellie McCannon

This case study looks at knowledge, attitudes and practices of Chinese students with two different communications exposure to family planning and birth control information. Six families comparable in education, age, housing, religion and social activities--three in University housing and three in Taiwan--were personally interviewed on living conditions, health care, job situation, family status, finances, family norms and customs, as well as family planning. In addition, questions covered media availability and use, communication behavior and information channels and aspects related to family planning.

Families studied trust written communications more than oral messages for family planning information. All families, whether in the U.S. or Taiwan, had set ideas that they wanted a maximum of three children. Most of the children they now have were planned for but Taiwanese couples retain the Chinese custom that views sons as important and they would increase family size beyond their planned goal in order to have a son. U.S. couples were responsive to world overpopulation but their practice of birth control was primarily for social and economic reasons. Only one Taiwanese couple had concern about population. Most couples sought family planing information, and sources preferred were friends, doctors and drug stores. Only one considered visiting a health clinic for information. In Taiwan, drug stores are a greater information source than doctors and no couple considered a public health center.

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IMAGES OF EIGHT BRANCHES OF JOURNALISM PERCEIVED BY JOURNALISM STUDENTS AT NORTH TEXAS STATE UNIVERSITY

Kwang Y. Choo, M.A.
North Texas State University, 1973
Advisor: Tae Guk Kim

The purpose of this study was to specify the meanings and images of eight branches of journalism as perceived by a group of college students majoring in journalism.

By using a semantic differential, as points in a three-dimensional semantic space consisting of evaluation, potency, and activity dimensions. The study tested two hypotheses. Hypothesis One was that there would be a significant difference between the male and female groups in their perception of the same concept about a journalism branch. Hypothesis Two was that there would be a significant difference between two concepts perceived by the members of the same sex group.

The subjects were randomly selected twenty-five male and twenty-five female college students enrolled in the journalism program at North Texas State University. A semantic differential was developed for the concepts "newspaper work," "photojournalism," "magazine work," "free lance writing," "radio-TV work," "public relations," "advertising," and "journalism teaching." Eighteen bipolar adjective scales were picked to represent the following factors: evaluation, potency, and activity.

The subjects perceived the eight branches of journalism as "quite" valuable and "quite" active, but only "slightly" potent in their meanings. The subjects also perceived "newspaper work" and "radio-TV work" as the most valuable and active branches of journalism.

The three-dimensional semantic models revealed two clusters of concepts. The concepts "newspaper work," "photojournalism," "magazine work," and "radio-TV work," which were described as "journalistic" occupations in mass media that deal with up-to-date news in every-day practices, formed one tight cluster. The concepts "free-lance writing," "advertising," and "public relations," which were termed as "nonjournalistic" occupations that do not handle news in their everyday practices formed another cluster.

Hypothesis One was tested by means of 2 x 7 Chi square tests in the second part of analysis. Hypothesis One was completely rejected by the data in the twenty-four tests.

Hypothesis Two was tested in the third part of analysis by means of the Wilcoxon matched-pairs signed-ranks test. The data supported Hypothesis Two for the most part. Therefore, it was inferred that both the male and female subjects generally perceived the eight branches of journalism significantly different from one another.

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THE AMERICAN INDIAN PRESS ASSOCIATION: ITS HISTORY, ACTIVITIES, AND ORGANIZATION

Don Arthur Christensen, M.A.
Michigan State University, 1974
Adviser: George A. Hough, 3rd

This study is an examination of the activities of the American Indian Press Association and an assessment of its role as a cohesive element in the movement for solidarity among American Indians. The study begins with events which led to the formation of the American Indian Press Association in the fall of 1970 and concludes with a profile of the association as it existed in the fall of 1973. It traces the association's financial struggle, identifies sources of income, touches on its relationship with the Bureau of Indian Affairs, and explores the association's efforts to sensitize the mass media to Indian concerns. It also offers some insight into the operation of Indian newspapers and provides a limited directory of American Indian publications.

Since its inception, the American Indian Press Association has attracted into its membership more than 150 Indian publications and issued several hundred official press cards to Indian editors. By conducting communications workshops and providing neophyte editors with professionally written news releases, photographs, cartoons, book reviews, and editorials--all on Indian-related issues --the association is attempting to bring to Indian publications an awareness of national issues and a higher level of reportage. Simultaneously, it is working to educate and sensitize practitioners in the mass media to Native American concerns.

Because precious little has been written on matters germane to the American Indian press, this study is based almost entirely on interviews, correspondence with Indian editors, attendance at Indian communications workshops and conventions, and an analysis of association files conducted over a period of three years.

The study concludes that the association has made noteworthy progress in its efforts to assist Indian editors in taking a more catholic approach to reporting Indian affairs. In addition, ample evidence was found to indicate that the association has had some impact in sensitizing mass media to Indian concerns.

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SUBURBAN EDITIONS OF THE LOS ANGELES TIMES

Robert W. Christy, A.M.

University of Southern California
at Los Angeles, 1974

Adviser: Theodore E. Kruglak

This study examines the suburban editions of the Los Angeles Times. Special emphasis is given to the Orange County edition and the Times' multi-million dollar satellite plant in Costa Mesa, California.

The paper also examines the competition offered the Times' suburban editions by the major suburban dailies. Comparisons are made with the Times' suburban edition and similar editions of other metropolitan newspapers.

Circulation, advertising volume and editorial operations are explored. Personnel requirements and other costs are cited.

The study includes demographics of the individual suburban markets, duplication of circulation between the Times and the local papers along with a look at the editorial content of both.

Sources include metropolitan and suburban newspapers, correspondence with managers of metropolitan and suburban newspapers, marketing research from same plus Editor & Publisher, Printer's Ink, Advertising Age, Time and Newsweek.

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A Q-SORT COMPARISON BETWEEN CULTURAL EXPECTATION OF CHINESE AND CULTURAL PERCEPTIONS OF RETURNED LATTER-DAY SAINT MISSIONARIES FROM THE UNITED STATES WHO HAD BEEN ASSIGNED TO CHINESE MISSIONS

Gary Guang-Yen Chu, M.A.

Brigham Young University, 1974

Adviser: Ralph D. Barney

This project was designed to generate information relative to a specific intercultural communication situation, especially directed toward diversity between cultural expectation and performance in the following areas: (1) Chinese expectation of American Latter-day Saint missionaries' performance in Chinese contexts; and (2) performance of the missionaries, as reflected by their knowledge of proper conduct in Chinese contexts at the end of their missions.

Using Q-card sorting procedures and t-test analysis, an analytically developed instrument consisting of seventy statements grouped in six behavior categories was applied in the specific areas. Twenty-nine of the seventy statements showed significant diversity. Four of the hypothesized behavior categories proved to be statistically significant. These include, in descending order from the largest significance: "tradition," "language," "personal manners," and "personal space." Generally, the results indicate that missionaries are returning from Taiwan and Hong Kong with some cultural deficiencies which may interfere with effective personal communication. A program of ongoing cultural education designed for missionaries in these areas is suggested as a way to alleviate such deficiencies.

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THE PERSONAL WAR OF JOHN J. PERSHING: A STUDY OF THE GENERAL'S PUBLIC RELATIONS DURING AND IMMEDIATELY AFTER THE GREAT WAR

Michael H. Clark, M.A.
University of Wisconsin, 1973
Adviser: Douglas C. Jones

History remembers General of the Armies John J. Pershing as America's "Iron Commander" of World War I, an uncompromising martinet who transformed naive American youth into a victorious army and resisted vigorous Allied attempts to splinter and divide her forces. Shielded by 3,000 miles of ocean, blinding patriotic fervor, curtailed homefront liberties and pervasive censorship, he is commonly believed to have been little concerned with public opinion and disinclined toward its cultivation or manipulation.

Starting with such a premise, this thesis surveys the general's dealings with major American publics during the period of his service in France (June 1917 through September 1919) and deduces his public relations attitudes. It finds that, in fact, General Pershing was fully appreciative of the need to apply public relations practices and that his attitudes on the subject, having been largely predetermined by his military training and experiences, were in some ways advanced for his times. The study also finds that while the commander of the AEF was not himself a consummate public relations practitioner, he did associate himself with persons accomplished in this craft. Consequently, it is found, the persuasive and goodwill tactics which he and his intimates employed were oftentimes sophisticated and usually successful.

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THE "MOST DECORATED" SOLDIER: THE MEDIA AND ANTHONY B. HERBERT

Andrew Walker Coffey, M.A.
University of Arizona, 1974
Adviser: Philip Mangelsdorf

In March, 1971, Lieutenant Colonel Anthony B. Herbert charged two fellow Army officers with covering up Vietnam war crimes which allegedly occurred in early 1969. Those two officers had relieved Herbert of command in Vietnam in early 1969 and recommended that he never be allowed to command again. Herbert's story was well played by the media. The New York Times ran 36 articles including seven favorable editorials on him in 1971.

In the coverage that Herbert received, his story was often cast in black and white, good guy against bad guy. The media reported and repeated for two years that among other things, Herbert was the "most decorated" enlisted man of the Korean War. The "most decorated" title lent credence to Herbert's story. The failure of the media to check Herbert's right to the title "most decorated" may have allowed falsehoods of far greater significance to be fostered on the American people. There were definite and easily accessible leads which could be checked concerning the title.

After tracing the sources and justification for the title "most decorated," it is apparent that the title cannot be supported. There is no acceptable foundation upon which to base the title; there never was.

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THE PENTAGON PAPERS CASE: THREE YEARS OF INTERPRETATION IN THE COURTS

Steven M. Cohen, M.A.
University of Missouri, 1974
Advisor: Dale Spencer

It has been three years since the Supreme Court handed down its decision in the Pentagon Papers case, and it is clear that the case has had many varied interpretations.

Much of the press hailed it as an overwhelming victory, while others saw it as a defeat of sorts, making prior censorship a real possibility the next time a similar case occurred.

Perhaps the most valid interpretations given to the case in terms of ramifications are those given to it by the lower courts. This thesis contains the cases since the Pentagon Papers decision that use United States v. New York Times Company in their decisions. An attempt has been made to evaluate the use of the Pentagon Papers decision in these cases and to demonstrate how the courts are treating the question of prior restraint.

Only those cases which employ the Pentagon Papers decision as a major factor are included. Those that mention it at all, even in passing, are listed in an index at the end of the thesis.

The thesis also includes an examination of the nine separate opinions in the Pentagon Papers decision, with an attempt to demonstrate that the decision was not a monolithic one and by no means ended the conflict over prior restraint.

From an analysis of the court cases since the Pentagon Papers decision, it is clear that the courts have used it as a strong statement against prior restraint. It is demonstrated that in nearly all the cases, the use of the Pentagon Papers decision has resulted in a restraint on the would-be censor and a protection of the exercise of First Amendment rights. In most of the cases, the courts have determined that the government could not meet its "heavy burden," the standard set in the Pentagon Papers decision, and therefore could not impose a prior restraint.

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SCIENCE CONFLICT: A CONTENT ANALYSIS OF FOUR MAJOR METROPOLITAN NEWSPAPERS 1951, 1961, 1971

Bruce Jon Cole, M.A.
University of Minnesota, 1974
Adviser: Phillip J. Tichenor

The universe of analysis is all science news stories found in a constructed work week sample of four metropolitan newspapers for 1951, 1961, and 1971. Content analysis is the method and the unit of analysis is the story.

Newspapers studied are the New York Times, Washington Post, San Francisco Chronicle, and Minneapolis Tribune. Twenty-one issues of each paper for each year of the sample were coded to test two major hypotheses: (1) As the science system has become more differentiated in recent decades, the mass media has performed a feed-back control function in reporting of that subsystem to a greater degree. (2) Mass media writers who write primarily about science or science related topics are less likely to report the conflicts in science than political or general staff reporters.

The results tended to confirm both hypotheses.

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CHARACTERISTICS OF ARTICLES IN TWO MAGAZINES: SATURDAY REVIEW AND READER'S DIGEST, 1971

Mary Louise Condry, M.S.
West Virginia University, 1973
Advisor: Edward C. Smith

This content analysis studies characteristics of the modern magazine article as exemplified in two significantly different magazines: Saturday Review and Reader's Digest, 1971.

Findings are related to generalizations found in textbooks by George L. Bird, Max Gunther, William L. Rivers, and Clarence A. Schoenfeld. Findings are consistent with the textbooks.

Characteristics analyzed are title, lead; style, or form; length, tone, ending, and author (staff, expert, free-lance).

The stereotype, or "average," article would be the following:

Analysis of a political science topic, with a provocative title of four words, and a descriptive lead of 61 to 75 words in three sentences.

It would have 68 percent probability of having a subtitle and 57 percent chance of being illustrated.

It would have an informative tone, summary ending, and 2001 to 2500 words in 41 to 50 columns spread over 5 pages.

The probability is 35 percent that it would be written by a free-lancer, 33.5 percent by a staffer, and 29.7 percent by an expert.

The pattern of analysis can be useful to magazine writers.

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THE APPEAL TO REASON AND THE PRESIDENTIAL CAMPAIGN OF 1912

Richard Cooley, M.S.
University of Kansas, 1973
Adviser: Calder M. Pickett

Although Kansas is hardly thought of as a hotbed of radicalism, the fact remains that the state can claim, in addition to William Allen White's Emporia Gazette and Ed Howe's Atchison Globe, the most successful radical newspaper in American history. It was the Appeal to Reason, published in Girard, Kansas, during the early years of the twentieth century. The Appeal, a Socialist publication, was owned by Julius Wayland, an Indiana native who came to Kansas in the mid-1890's after an unsuccessful attempt to establish a Socialist commune in Ruskin, Tennessee. Wayland founded the Appeal in Kansas City, Missouri, but moved a few months later to Girard, a mining community of about 3,500 in southeastern Kansas. Wayland's business talents and his aggressive editorial policies made the Appeal the most widely read radical publication in America. The paper, a weekly, maintained a circulation of between 300,000 and 500,000 during its heyday and, in the words of historian Ira Kipnis "did much to set the tone of the American Socialist movement."

This thesis examines the Appeal's coverage of the 1912 presidential campaign, during which progressivism, reformism, and socialism, and old-guard conservatism fought an epic battle for control of America's destiny. The thesis analyzes the Appeal's editorial treatment of the major presidential candidates and provides historical background on the paper and prominent members of its staff. It examines the propaganda techniques the paper used in an effort to convert the American people to socialism and offers samples of Socialist songs and verse published in the paper during 1912. There is also an account of some of the legal battles the Appeal fought against government harassment.

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ARIZONA HIGHWAYS: FROM ENGINEERING PAMPHLET TO PRESTIGE MAGAZINE

Thomas Charles Cooper, M.A.
University of Arizona, 1973
Adviser: Philip Mangelsdorf

The history of Arizona Highways is the story of a drab, highway engineering pamphlet evolving into a colorful showcase displaying the scenic beauty of Arizona to such an extent to become an internationally know magazine.

Arizona Highways was established in 1921 by the Arizona State Highway Department as a ten-page, typewritten, mimeographed pamphlet discussing highway construction and finances. It appeared intermittently for 18 months and disappeared. It reappeared in April of 1925 in magazine format, featuring highway-construction topics but slowly adding travel articles. By the mid-1930's, travel and scenery shared equal billing with highway-construction content. By the late 1930's, today's format began to evolve with the arrival of Raymond Carlson, the magazine's sixth and most prominent editor. Carlson began to use color photography and printing, and eliminated content that did not deal with scenery, history or the people of Arizona.

Circulation boomed following World War II and not extends to about a half million.

It is today the most successful and most imitated of state magazines, leading its closest rival, Vermont Life, in circulation by a margin of four to one.

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THE DEVELOPMENT OF THE LAND BETWEEN THE LAKES 1961-1972: A CASE STUDY IN PUBLIC RELATIONS

Marie Coutou, M.A.
Murray State University, 1973
Adviser: J. Neil Woodruff

The biggest land acquisition program by a federal agency for recreational purposes was undertaken by the Tennessee Valley Authority on January 16, 1964. On that day the TVA Board of Directors announced their decision to purchase all the land in the area now known as Land Between the Lakes in western Kentucky and Tennessee.

Of the 170,000 acres in this peninsula, long known as Between the Rivers before the lakes were formed, 75,000 acres were already owned by TVA and other federal agencies. The other 95,000 acres were sparsely settled, with 2,738 individuals comprising 949 resident families.

Because of the low economic status of the area, it was believed that the purchase of the land would present few problems, especially to an agency so experienced in land acquisition. However, the background of the people and the isolated nature of the section throughout its history created a tenacious determination in the inhabitants to retain their property. These land-conscious people had already been forced to relocate by TVA for Kentucky Lake, by the state for the Kentucky Woodlands Wildlife Refuge, and by the Corps of Engineers for Lake Barkley. Many adamantly refused to relinquish further property.

This thesis explores the reasons for the opposition, and the policies of TVA in dealing with the people of the area. An historical background is provided to give further perspective into the nature of the area and its people, necessary for understanding their opposition to the Land Between the Lakes development.

Throughout the entire planning and development of the recreation area, TVA officials were very public relations conscious. Their land acquisition policies, based on years of experience, attempted to get a fair price for both the landowner and the government, taking into account the inconveniences of the seller in being forced to relocate.

Local media and community meetings were used extensively to explain the nature of the project and to keep people informed of the procedures for family removal. Assistance was given to anyone requesting it in locating a new home, farm, or business, and in obtaining public assistance, veterans aid, and related help.

Follow-up studies conducted in 1968 and 1972 by TVA interviewers revealed that most of the people contacted had improved their living conditions, moving from isolation to communities with schools, doctors, and hospitals nearby. Although some of the older people had hard words for TVA and the LBL, few remained completely bitter toward the project. Many praised the Family Removal Staff for their assistance.

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THE CHAPEL HILL CHARTER COMMISSION

James Oscar Cuthbertson, Jr., M.A.
University of North Carolina, 1974
Adviser: John B. Adams

The Chapel Hill Charter Commission became a reality in the fall of 1973.

In this Masters Thesis option I have explored the history of the Commission, the tasks and timetable of the Commission, the personalities of the Commission, and one of the major questions that the Commission will have to come to grips with--whether or not Chapel Hill is a city or a town.

As a result of data gained from questionnaires administered to the Charter Commission members, the Mayor's Assistant, and background information from the Town and Gown supplement of the Chapel Hill Newspaper, Chamber of Commerce materials, and by attending the Charter Commission meetings, I have reached the conclusion in this objective series that (1) the Commission has been working since its conception, (2) it will probably meet its November 1974 deadline, (3) the members possess a multitude of experiences, and (4) Chapel Hill is no longer a small town.

The Chapel Hill Charter Commission's story seems to be a successful one at this point in time.

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FAMILY COMMUNICATION PATTERNS AND COORIENTATIONAL ACCURACY

Ann Marie Daly, M.A.
University of Kentucky, 1973
Adviser: Leonard P. Tipton

The purpose of the research was to discover if a relationship exists between the socio and concept orientations of the FCP and the dependent variables of accuracy and congruency. Three hypotheses were made: that pluralism and accuracy would be significantly related; that consensualism and congruency would be significantly related; and that subjects having highly expressive partners would be the more accurate member of the dyad. The first two hypotheses were tested by the use of a Pearson r and the third by a sign test. Fifty-eight subjects were tested to determine their FCP scores. Then, working in pairs, they were asked to discuss the Pentagon Papers with their partners. After discussion, each subject filled out a 5 point attitude scale, and then another, estimating his partner's opinion. Both the d and d^2 scoring methods were used. Analysis showed no relationships between pluralism and accuracy or consensualism and congruency. The sign test yielded statistically nonsignificant results. Further research is indicated.

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BLACK MINORITY TELEVISION NEWS REPORTING IN ATLANTA

Donald James Dare, M.A.
University of Georgia, 1974
Adviser: William Baxter

The purpose of this study was to examine and determine how well the theoretical structures of the communications media and the definitions of television news' responsibilities relate to black minority television news reporting in Atlanta, Georgia. Information about the nature and scope of Atlanta's black television news reporting was presented to determine where conflicts exist. The personal interview method was chosen in an effort to have respondents answer as openly and freely as possible in order to disclose as many problems that exist in the coverage and reporting of Atlanta's black television news. Thus, a series of opinions from nine black leaders, Atlanta's three television news directors, and seven television news reporters were presented about the foregoing media related problems.

Three broad goals of the study were: 1. To develop the growth of Atlanta's black news reporting and black minority hiring. 2. To present contrasting attitudes from the black leaders and television news personnel about the nature and scope of Atlanta's black news reporting. 3. To discover what, if any, problems exist among Atlanta's black leaders in understanding the nature and purpose of television news reporting.

The following suggestions were offered as a guide that may lead to improved media-community relations: 1. Atlanta's television news organizations must establish more credible stories about the black community. 2. The black community must gain a better understanding of what makes an event a good news story. 3. There should be increased news media sensitivity toward black problems. 4. Atlanta's television news programs must present more balanced views of the integrated Atlanta community if they intend to fulfill their function of objective surveillance.

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INFLUENCE OF MASS MEDIA AND COLLEGE SPORTS INFORMATION DIRECTORS UPON SELECTED SPORTSWRITERS' CHOICES FOR ALL-AMERICAN FOOTBALL PLAYERS

Robert Edmunson Dart, M.A.
University of Georgia, 1973
Adviser: Wallace B. Eberhard

All-American football teams, creations of the mass media, purport to include the best college players of a given season. Critics have long charged that All-America teams are chosen by distant "experts" who never see their picks play. Instead, the "experts," many of whom are media sportswriters, must base their All-American selections on information supplied, either directly or through sports news media, by college sports information directors (SID's).

This study traced the history of All-America football teams, their selectors, their critics and the media that publicize them. Then the study examined the role and influence that SID's have in the selection of All-Americans by questioning some of the sportswriters who select the teams and a number of sports information directors.

Nearly all the responding SID's indicated that producing All-American football players was part of their job. Almost all indicated several definite benefits to the college in producing All-Americans. Most indicated that they thought they, as SID's, had supplied information that led to the selection of a player as an All-American.

Most of the responding sportswriters didn't see half or more of their 1972 All-America picks play "live." However, they were split almost evenly in answering the question of whether or not their All-America picks were influenced by SID's.

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THE USE OF ELECTRONIC COPY PROCESSING SYSTEMS BY SELECTED DAILY NEWSPAPERS IN THE SOUTH

Anna Byrd Davis, M.A.
The University of Tennessee, 1973
Adviser: Barnard K. Leiter

The purposes of the study were (1) to trace the development of photographic typesetting machines and electronic copy processing equipment in the United States and (2) to make a survey of changes in the production systems of Southern newspapers.

Photographic typesetting machines and electronic copy processing equipment such as optical character recognition (OCR) devices and video display terminal (VDT) systems are making a radical change in newspaper production. The change has been described by some industry critics as "revolutionary."

Photographic typesetting machines were first used by newspapers in 1954. In the almost 20 years since, these machines have become faster and more versatile in type sizes and faces. The latest innovation is the cathode ray tube (CRT) typesetting machine that produces type at the rate of 300 to 2,000 lines a minute.

OCR and VDT are computer-controlled devices designed to increase the efficiency and speed of the newspaper production system. Both machines can reduce or even eliminate the amount of news and advertising copy being retyped in the composing room. Industry critics predict that by 1980 computer-controlled devices such as OCR and VDT in combination with CRT typesetters will make up complete newspaper pages in a matter of minutes. This combination promises to allow the editor complete control over the final appearance of the newspaper.

The mail survey was taken among 65 daily newspapers in 12 Southern states. The sample was made up of all newspapers with either single or combined daily circulation of more than 50,000. Questionnaires were mailed to 15 single newspapers and 65 combined. Usable questionnaires were received from 39 newspapers, or 60 per cent of the sample.

The survey showed a general acceptance and satisfaction with innovation and change among large daily newspapers in the South. Every responding newspaper had added photographic typesetting machines and 59 per cent had done so before 1970. Twenty-one newspapers had added OCR devices. Fiften newspapers had added VDT's and nine were planning such a purchase.

The survey respondents seemed satisfied with the change to photographic typesetting, OCR and/or VDT systems. They reported that productivity had increased while the labor force in the composing room had decreased. Respondents noted that photographic typesetting machines produce fewer machinical errors than hot metal linecasting machines. Users of sophisticated electronic equipment wrote that typographical errors were greatly reduced when their equipment was working properly.

The respondents, however, pointed to several problem areas: (1) OCR and VDT equipment in some cases were proving unreliable in daily use. (2) OCR's were not producing as much error-free copy as was expected. (3) "Debugging" (correcting) computer programs was proving a difficult and time-consuming chore. (4) Problems with labor were developing. Workers were showing a fear of losing jobs. Some union workers were deliberately slowing down on the job.

Some workers were resisting retraining, maintenance personnel especially.

The scope of the survey made it difficult to predict precisely, but the responses seemed to indicate a move toward a combination of OCR and VDT. Although 21 respondents had purchased OCR devices, only two others were planning to buy. Some 15 newspapers had VDT equipment and nine others were planning the purchase of some type of VDT system. Every newspaper that had added scanners also expressed an interest in terminals--either they had bought terminals, had VDT's on order, were going to buy in the near future, or were looking with interest at VDT use at other newspapers.

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A PRELIMINARY INVESTIGATION OF INTERGENERATIONAL PERCEPTIONS OF STEREOTYPES OF THE AGED

Joel Christian Davis, M.A.
University of Oregon, 1974
Adviser: R. Max Wales

It is generally held that prior attitudes play a significant role in determining the effect of any communication directed toward a given topic. This study sought to identify attitudes held toward the elderly by analyzing the responses given to several photographs depicting various stereotyped lifestyles for elderly people. The photographs used were selected by a thorough pretest.

Respondents from five groups; young adult, middle-aged, elderly, institutionalized elderly, and the close relatives of institutionalized elderly; were asked to rate how believable they found each stereotyped portrayal and to indicate the level of personal experience they themselves have had with the lifestyle portrayed. Open-ended interpretations for the stereotyped roles were also sought. Statistical analysis of the data was by single factor analysis of variance.

Results of the study indicated the following significant findings: 1) all of the groups expressed reality and experience perceptions of the stereotypes that were significantly different, with the elderly respondents assigning the greatest realism to the negative or unhappy portrayals of old age, but reporting the highest level of personal experience with the positive portrayals; 2) middle-aged respondents assigned the greatest believability to positive portrayals of old age; 3) Institutionalized elderly assigned greater belief to the positive views of old age than did the independent elderly and 4) the close relatives of institutionalized elderly expressed greater belief for some negative portrayals than did middle-aged respondents in general.

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THE PERIODICAL PRESS AND THE PULLMAN STRIKE: AN ANALYSIS OF THE COVERAGE AND INTERPRETATION OF THE RAILROAD BOYCOTT OF 1894 BY EIGHT JOURNALS OF OPINION AND REPORTAGE

Walter S. deForest, M.A.
University of Wisconsin, 1973
Adviser: Douglas C. Jones

The Pullman Strike of 1894 began as a local dispute but expanded into a nationwide railway boycott and strike. Soon the federal government intervened. The strike involved several important economic, social, political and constitutional issues as violence flared and the prevailing values of *laissez faire* capitalism were challenged. For these reasons the strike was covered extensively, not only in the daily press, but also in the "journals of opinion and reportage:" *Harper's Weekly*, *Independent*, *Nation*, *Outlook* (weeklies); and *Arena*, *Forum*, *North American Review*, and *Review of Reviews* (monthlies).

This is a historical press performance study examining the proposition that these journals were instrumental in the development of interpretative reporting. The study involves a qualitative analysis of the nature, adequacy and extent to which the journals covered the strike.

In general, the journals of opinion failed to explain the Pullman Strike in its full historical perspective. They were particularly weak in assessing the underlying socio-economic sources of discontent preceding the initial dispute. *Outlook*, *Arena*, and the *Review of Reviews* gave interpretations, which, though inadequate, were largely in accord with the historical standard.

These journals revealed tendencies toward muckraking that became prominent in other magazines after 1900.

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A DOCUMENTARY FILM "THE CONTROVERSY SURROUNDING THE SAUGUS SWAP MEET"

Richard Edwin Delaney, M.A.

California State University
Northridge, 1973

Advisor: DeWayne B. Johnson

The author approached this project with two basic objectives in mind. First, he sought to prove he had gained the journalistic skills to produce a professional quality documentary film. Second, the author set out to test the Bell & Howell Filmosound-8 System, seeking to determine if the equipment had potential for the professional electronic journalist.

Phase one of the project was accomplished by producing a documentary film, "The Controversy Surrounding the Saugus Swap Meet". The author discussed the subject with local law enforcement officials, swap meet buyers and seller, and other interested parties.

From the information gathered, the author scripted the film, directed the work, acted as both on- and off-camera narrator, and finally, edited the work. The finished documentary was designed for use during a local television news program.

The second phase of this project is a short paper. The author explains the technical aspects of the Bell & Howell Filmosound-8 System. He strives to show how the equipment provides good quality lip synchronization through the interaction of its various components.

Both the advantages and disadvantages of the system are thoroughly outlined for the layman. Feasible alternatives to the Bell & Howell System are also considered by the author.

A number of black and white photographs are included by the author to visually point out a particular feature or possible disadvantage of the system. Photographs show how the system was used in the field to film phase one of this project.

In his conclusion, the author feels there are a number of serious drawbacks to the system from the professional electronic journalist's viewpoint. However, the author does feel the system has potential for a few select areas within the media, and gives an explanation of these.

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A COMPARATIVE STUDY OF THE EFFECTS OF COMPUTER-ASSISTED AND PROGRAMMED INSTRUCTION ON ACHIEVEMENT IN AP-UPI STYLE IN UNDERGRADUATE JOURNALISM CLASSES

Lillian Marie Clara Dence, M.A.J.C.

University of Florida, 1974

Adviser: John L. Griffith

A study of 107 journalism students in eight laboratory writing classes indicated no significant difference in achievement effects between Computer-Assisted, Programmed, and Traditional instruction in teaching AP-UPI style.

Further analysis suggested that mechanical problems in using Computer-Assisted Instruction and individual student characteristics may be factors in the effects of Computer-Assisted and other modes of presentation.

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THE COMPANY STYLE GUIDE: A SURVEY AND ANALYSIS OF ITS FORMAT, CONTENT, AND UTILITY

Bruce Dieter, M.A.

California State University
Fullerton, 1973

Adviser: Ted C. Smythe

This investigation was designed to assess the role of the company Style Guide in the preparation of technical publications by analysis of the format, content, and utility of company Style Guides. The practicality of a modular-type universal Style Guide was to be determined.

A search of literature revealed information on related areas, but no formal research on the company Style Guide itself. The usefulness and limitations of style manuals generally were discussed.

The methodology included soliciting Style Guides from a random sample of 100 companies from the top 500 companies in the United States in a manner to determine the utility of the company Style Guide.

The analysis indicated that less than 13 per cent of the sample have Style Guides and that 64 per cent of the companies without Style Guides prepare technical documents. The feasibility of a modular-type universal Style Guide was established.

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CRY TREASON: TESTING SIEBERT'S PROPOSITION II

Jon P. Dilts, M.A.
Indiana University, 1974
Adviser: G. Cleveland Wilhoit

The study analyzed the plight of Copperhead newspapers in Indiana during the Civil War as a test case of Frederick S. Siebert's proposition that newspaper suppression is related to stress on the government and society. It considered these major questions: (1) Were attempts to prevent publication limited to certain geographic areas? (2) Was suppression defended by the government, military officials, and citizen organizations? (3) Did newspaper editors have the means and opportunity to redress grievances and defend their right to a free press? (4) Was repression confined to times of severe governmental stress?

An examination of 37 wartime newspapers, official military records, and private and public papers of military and governmental leaders in the state indicated that during 1861-1862, when expectations were for a short and victorious war, action against the press was hardly observable. Only one incident of violence is recorded. This situation changed sharply and dramatically in 1863, and violence remained on a relatively high level through 1864 with eight mobbing incidents reported in that two-year span. The fluctuation follows closely the apparent increase of stress on the state government as viewed by most historians.

The high point of suppression appears to have been in the spring and summer of 1863 when three newspapers were mobbed, seven given military ultimatums, and most reporting threats from private citizens. That year also was the time of greatest internal and external stress on the government. The General Assembly was reduced to chaos, the state was invaded by Confederate troops, and rumors of attempted insurrection were taken seriously by Governor Oliver P. Morton, who warned Lincoln of the impending danger.

Considering location and frequency of attacks, the data indicated that armed violence was most frequent in communities with nearby military garrisons. The data also indicated that, despite efforts of suppression, editors never completely lost their right to seek help in the courts, and, in fact, the frequency and tenacity of opposition by Copperhead newspapers increased steadily throughout the war.

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DAVID A. CHEAVENS: DEAN OF TEXAN POLITICAL REPORTERS

Carolyn Owen Dodson, M.A.
East Texas State University, 1973
Adviser: W.J. Bell

The writer proposed to study the professional and personal life of David A. Cheavens to determine his stance among fellow journalists and educators and to determine what factors in his upbringing and his character led to his success as a political reporter, religious journalist, and instructor of young writers.

Some library material by and about Cheavens exists. Initial interviews with Mrs. Cheavens and with teaching associate David McHam supplied names of those involved in Cheavens' life. The writer then contacted the most promising ones by letter or telephone. Most of the research resulted from personal interviews and letters, which produced additional sources for interview and numerous clippings, letters, books, and papers relating to Cheavens' life.

All sources identified Cheavens as a highly skilled writer who was expert on Texas politics. He was driven by his Christian upbringing to excel in his many professional and private pursuits. His primary contribution to journalism was his application of ethics and Christian principles in his own reporting and in training his students. His nineteen years as Associated Press bureau chief covering Texas government were preceded by other news work and were supplemented by free lance writing. At his death at age sixty-three, Cheavens had spent fifty years as a professional journalist.

Although the writer had personal knowledge of Cheavens, the facts led to the conclusion that earlier opinions were underestimations. The absence of any severe criticism about the writing or life style of Cheavens and the number of statements by prominent journalists and politicians reinforced this conclusion.

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APPROPRIATENESS OF STUDENT'S t TO SEMANTIC DIFFERENTIAL DATA AND IMPLICATIONS FOR SCALING ASSUMPTIONS

Brian Donerly, M.A.J.C.

University of Florida, 1974

Adviser: Mickie Edwardson

The semantic differential is an instrument which measures the meaning of a concept by the responses to a series of sevenpoint scales, the end points of which are two adjectives with opposite meanings. These scales are generally labeled by the integers one through seven. Many of the statistical techniques used in analyzing semantic differential data assume that each of the seven positions is equidistant from those adjoining it.

One such statistic is Student's t, which can be used to locate differences between the means of two sets of semantic differential data. Two other assumptions underlie the t statistic. First, it is assumed that the variances of the two sets are equal. Second, the data are assumed to be normally disbributed. The t test is known to be particularly robust with respect to this last assumption. Therefore, if a large number of tests could be run on semantic differential data with the assumption of equal variances satisfied, any deviations from the theoretical t distribution would probably be ascribable to a failure of the scaling assumption mentioned above.

These conditions were satisfied by sampling with replacement from the responses to 108 questionnaires administered to University of Florida students. It was found that the deviations from the theoretical t distribution were no more than would be expected by chance when the two samples were of the same size. However, with samples of different sizes, the deviations were more pronounced. It was also found that the t was consistently more powerful than a nonparametric alternative, the Mann-Whitney U test.

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HOW NEW MAGAZINES GET STARTED-- THREE CASE STUDIES

Martha Kay Downing, M.A.

University of Texas at Austin, 1973

Adviser: DeWitt C. Reddick

Although a different set of circumstances surrounds each new magazine during its infancy, there are similar problems that publishers of new magazines face. These include organizing and planning the editorial and advertising idea, circulation, budget and research and promotion. This thesis shows how the editors and publishers of three new magazines--Industrial Ecology, World, and Folio--have handled these problems.

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FAIR TRIAL AND FREE PRESS: A CATEGORICALLY ANNOTATED BIBLIOGRAPHY OF THE VIEWS OF THE AMERICAN PRESS AND BAR 1965-1971

Dona R. Dunkovich, M.A.

California State University
Fullerton, 1973

Adviser: James P. Alexander

This thesis presents a categorically annotated bibliography of articles and studies from law reviews and press journals on specific areas of the general "fair trial and free press" issue. This study has been concerned with attitudes as they have developed to the present on such matters as press-bar relations, crime news restrictions, courtroom photography, individual cases, and pre-trial publicity effects on jurors. In addition to the categorized annotations, the writer has supplied a bibliography of pertinent books, pamphlets, and reports for further reading on the problem of "fair trial and free press."

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THE OXFORD OBSERVER: OXFORD, MISSISSIPPI, 1843-1844

Mary Ruth Dunlap, M.A.
University of Mississippi, 1973
Adviser: Jere R. Hoar

The *Oxford Observer*, a weekly newspaper published on Saturdays in Oxford, Mississippi, from August 12, 1843 to August 20, 1844 was representative of small town weeklies published in Mississippi during that period.

In the days of crusading newspapers, the *Observer* supported the principles of the Democratic party and was devoted to the cause of freedom, religious liberties, and a democratic government. The prospectus of the *Observer* stated that the duty of the press was to watch over the interests of the people and to perpetuate liberty.

In addition to printing articles and editorials which took firm stands on political issues of the day, the *Observer* printed literary features, farm and market prices, and advertising. News items concerning national and state events were given more prominence than were items concerning Oxford and Lafayette County.

The *Observer* was published by William Delay and James T. Stockard, editors and proprietors. There is no evidence that Stockard did more for the *Observer* than perhaps secure the equipment for its publication. Since Delay had some previous newspaper experience and was associated with our other area newspapers, it is believed that he edited the *Observer*. Delay was not only a crusader and interpreter of events, he was active in public affairs, influential in local politics, and fought military battles for causes in which he believed. He was a maker of history as well as a recorder.

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NEWS AND PUBLIC AFFAIRS PROGRAMMING BY BLACK RADIO STATIONS

Kenneth L. Eich, M.A.
University of Wisconsin, 1973
Adviser: Vernon A. Stone

A mail survey was conducted of black radio stations throughout the United States. Two questionnaires, one for station managers and the other for news directors, were used to find out about news and public affairs at black stations, as well as the proportion of black ownership and management of black stations. The sample was limited to those stations broadcasting a substantial amount of black programming: at least 70 hours per week.

Although the response rate for managers was 41 percent, that for directors was only 17 percent and, accordingly, information regarding news budgets, staffs, and salaries is tenuous. However, the results indicated that black radio in general was providing little news and public affairs, with very little coverage of exclusive minority news that other media may have ignored.

The average number of hours per day devoted to news and public affairs at black stations was three. Despite this rather low amount, two out of every three responding stations said they presented editorials.

Black radio continued to be predominantly white-owned, with about two out of every three responding stations being white-owned. However, most policy-making positions at black stations were being filled by blacks, including news director, program director, and sales manager. Station managers were as likely to be black as white.

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AN APPROACH TOWARD UNDERSTANDING COMMUNICATION BREAKDOWN BETWEEN CAMPUS POLICE AND UNIVERSITY STUDENTS

Eric C. Elder, M.A.J.C.
University of Florida, 1974
Adviser: Ron D. Whittaker

A comparison was made between male University of Florida students and campus police on indices of moral development and conservatism. The Kohlberg Moral Judgement Interview and the Wilson-Patterson Conservatism Scale were the primary instruments used in the survey. Students and police were found to be significantly different between the .03 and .0001 levels using the x^2 test in the survey variables of military service, hometown background, hometown size, age, political orientation, and conservatism.

It was hypothesized that if differences between police and students were small in moral judgement, then communication problems between the two groups would be low. The prediction was verified, since only 8 percent of the students and 12 percent of the police considered communication problems to be serious, and the students and police were not significantly different in moral judgement at the .05 level using either the x^2 test or the Mann-Whitney U test. Furthermore, the stereotypical confrontation between "radical" students and conventional authorities characteristic of the campus unrest in the 1960s did not emerge. Rather, the students most critical of police were conservative and conventional.

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FREEDOM OF INFORMATION LAWS IN NEW YORK STATE: STATUS AND RECENT DEVELOPMENTS

Robert W. Engelhardt, M.A.
Marquette University, 1974
Adviser: Lucas G. Staudacher

Revelations of municipal fraud perpetrated by New York City's notorious "Tweed Ring" led to the enactment of open records laws covering local government units, legislation which, with the support of liberal court interpretations, has held up fairly well for a century.

But open records laws covering State agencies were found to be vague and archaic, making it easy for state officials to disregard the public's right to know. New York State's rapidly expanding public authorities, declared exempt from open records laws, have conducted their affairs in a particularly secretive manner and have lobbied against modern right-to-know legislation.

New York is one of a handful of states which have failed to enact a statewide "open meetings law". However, State Comptrollers and Attorneys General have rendered opinions advising local governments that final decisions taken at closed door sessions would not be considered valid. As a result, many local legislative bodies routinely settle their differences in private "executive sessions," before opening their doors to the public and "rubberstamping" agreed-upon decisions in perfunctory fashion.

Thesis analyzes open meetings proposals before the State Legislature and studies development of a complex "Freedom of Information bill"--originally modeled after the 1966 federal law, but revised substantially as a result of public hearings and objections raised by the Senate Finance Committee, which had blocked an Assembly-approved measure until 1974.

The role of New York State media, activities of the State Legislature, landmark court decisions, and a variety of access statutes are also evaluated.

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FUNCTIONS OF THE HIGH SCHOOL PRESS AS VIEWED BY THREE PUBLICS WITHIN A HIGH SCHOOL SOCIAL SYSTEM

Robert Ferrell Ervin, M.S.
Oklahoma State University, 1973
Adviser: Walter J. Ward

Scope and Method of Study: In this exploratory study, three publics within the high school (Faculty, Students and Newspaper Staff) were asked to express their agreement on the functions for the high school press. From 70 statements, reviewed by a group of judges selected from the directors of the several high school press associations and advisers to the "Pacemaker" newspapers, 25 statements were selected as representing four types of functions for the high school press: public relations, student voice, professional training, and learning device. These 25 items comprised a scale administered to the principal, superintendent, publication adviser, 10 faculty members, 10 general student body members and 10 publication staff representatives in 20 high schools selected at random in Arkansas and Oklahoma. These schools were drawn from a universe of schools holding membership in the states' high school press association. A total of 660 respondents completed the scale. The four levels of functions along with school size, publics, and state were independent variables. The score assigned by the respondents were presumed to indicate the respondents' perception of the role of the high school press. Respondents' mean score for each function was the dependent variable. A four-dimensional factorial analysis was performed on the mean scores.

Findings and Conclusions: Analysis indicated significant differences in functions. Respondents unexpectedly had high agreement that the high school newspaper should operate as professional training. This unanticipated conclusion implies that the student newspaper should prepare the student staff for positions in the journalism profession or an allied field. Few respondents favored the public relations or student voice functions. It was noted that often faculty support the student voice concept more strongly than do students or student staff. Data suggests that each student newspaper is an "individual" venture and can not be planned without consultation of the school in which it is printed. The paper must match its individual audience. Another strong indication is that the persons within the schools who hire journalism advisers must select personnel carefully if the student newspaper prepares students for a career.

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THE OFFICE OF TELECOMMUNICATIONS POLICY: THE GROWING ROLE OF THE EXECUTIVE BRANCH IN BROADCASTING

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University of Utah, 1974
Adviser: Robert K. Avery

The Federal Communications Commission and the other independent regulatory agencies have been the subject of numerous studies, but the number of studies examining the political aspects of broadcast regulation is very limited. The White House Office of Telecommunications Policy (OTP) is one organization of this nature which merits study.

OTP is the most recent in a series of attempts to manage the nation's telecommunications resources from within the Executive Branch. Offices similar to OTP have previously been formed in the Executive Branch, but not until the Nixon administration did there exist as office with such broad prerogatives in non-government telecommunications, including broadcasting. In light of OTP's long-range planning for the development of the electronic mass media toward predetermined goals, this study seeks to assess OTP's impact on the broadcast media.

The study surveys the evolution of OTP and its impact through examinations of: (1) the history, development and structure of the office, (2) OTP's license renewal legislation effort, and (3) OTP's policies toward the public broadcasting industry.

Consulted in the study were communications periodicals, government publications and records, Congressional hearings and selected books, broadcast transcripts and news articles. Interviews were conducted with OTP, Congressional and Public broadcasting personnel and selected journalists.

The study concludes that OTP was formed in response to a legitimate need to coordinate and provide central planning for the federal government's massive telecommunications systems. This function, however, has been expanded by the Nixon administration to include a host of non-government telecommunications issues.

At the request of the commercial broadcasting industry, and in opposition to citizen and minority groups, OTP prepared a license renewal bill which would have had the effect of making challenges to a broadcast station's license less frequent and more difficult. In introducing the bill, OTP's director, Clay Whitehead, made remarks which offered licensee security in return for affiliate opposition to network programming. While the bill was abandoned by Congress in favor of another, its preparation and method of introduction are examples of OTP's increasing activity in broadcast programming concerns.

OTP has sought, primarily through budgetary controls and reorganization of the Corporation for Public Broadcasting, to restructure the public television industry to its specifications and to limit funds going toward public affairs programming. OTP's actions reflect White House concern with program content and show how OTP's existence has facilitated White House entrance into broadcasting issues previously beyond its province.

There is a need and a legitimate role for OTP in overseeing the federal government's telecommunications systems, conducting technical and economic studies of the most effective use of the limited electromagnetic spectrum and advising the President on telecommunications issues. However, OTP has become involved in issues of broadcast programming and structure which are beyond its legitimate function.

In order to preserve OTP's proper and needed functions while keeping it from becoming a political arm of the White House, tighter Congressional controls are needed. Some of OTP's functions might properly be delegated to other government agencies. At the least, Congress should conduct frequent and regular oversight hearings into OTP's activities, exercising budgetary controls if needed in order to keep OTP within its proper jurisdiction.

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A COMPARISON OF TELEVISION TOP-OF-PROGRAM AND NEWSPAPER FRONT-PAGE HEADLINES

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This study was concerned with the cataloguing and evaluation of front-page and top-of-program headlines of six large-circulation morning newspapers and the evening newscasts of two networks during the 1972 presidential campaign period, Labor Day through Election Eve.

Included in the study were the Chicago Tribune, the Los Angeles Times (both of which had endorsed Nixon), the Louisville Courier-Journal and the New York Times (both of which had endorsed McGovern) and the Christian Science Monitor and Washington Post, (neither of which had endorsed); and both ABC and NBC (the only two networks which use top-of-program heads, CBS preferring a different format.) It was found that the deadlines for these eight media were very close in respect to the news-producing day.

The Labor-Day-through-Election-Eve period involved about 50 news days (excluding Saturday and Sunday evenings for the television newscasts and Sunday and Monday mornings for the newspapers). Twenty-five of these news days were chosen at random for this study (each "day" actually being a pairing which coupled one evening's television news with the next morning's newspapers). Editing students were used as coders, each student coding the sets of headlines from all eight media for each of three separate days. Each coder was asked to record the heads he saw on the newspaper front pages in the order in which he would read them; note the television heads already recorded in the order in which they were given on the air; mark all heads as unattributed or attributed, note them as + if they favored the candidate or subject, and - if they detracted from him or it, or 0 if they were neutral; then to color-code headlines which dealt essentially with the same story and to rank these as to how well they expressed that story.

Findings were as follows: (1) Major news items highlighted in headline form at the tops of evening newscasts tended to be reflected on the front pages of the next morning's newspapers only when the stories were of overwhelming national importance; otherwise, great individual differences were seen, with only 39% agreement across all eight media. (2) About 64% of stories highlighted by the networks by top-of-program headlines appeared on front-pages or tops-of-programs of three other media. (3) Differences in order of importance of headlined stories among the eight media were statistically significant. (4) Positive or negative slant of political headlines seemed related to endorsement in some cases, but not in others. (5) A ranking of how well the headlines of these media expressed the accompanying stories put the two networks about in the middle. Newspaper headlines also were graded, with the resulting mean scores putting the New York Times at the top, followed by the Washington Post, Los Angeles Times, Louisville Courier-Journal, Christian Science Monitor, and the Chicago Tribune in that order. (6) Predictably, McGovern netted a higher frequency of front-page and top-of-program headlines because of his more active campaign, but some very interesting differences in treatment of both the candidates and political scandal (such as Watergate) were noted.

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COVERAGE OF THE VIETNAM WAR BY THREE AMERICAN NEWSMAGAZINES

William Michael Everhart, M.S.
University of Utah, 1973
Adviser: Milton C. Hollstein

The Vietnam War was a source of controversy in the United States for over a decade. Because of its complicated and confused nature, the American news media had a responsibility to interpret and explain events in Vietnam. Due to their large circulation and interpretative style, newsmagazines have long been an important news medium in the United States and probably exerted influence on readers' attitudes towards the war.

This thesis explored the Vietnam War coverage of three major newsmagazines: U.S. News & World Report, Newsweek, and Time. Content analysis procedures were used to consider these questions: 1. Were the magazines supportive or critical of American policy in Vietnam? 2. Did the magazines' attitudes towards the war change over the years? 3. How did the magazines differ in their coverage of the war? 4. What were the attitudes of the magazines toward various issues of the war?

The study centered on five key events of the war: the Gulf of Tonkin Incident in August of 1964, the escalation of the war in June of 1965, the Tet Offensive of February 1968, the Cambodian Invasion in May of 1970, and the Decline and Breakdown of the Peace Negotiations in December of 1972.

In the course of the study, it was found that the magazines were slightly more critical of American policy in Vietnam than they were supportive of or neutral towards it--but this attitude varied from one event to another. In August of 1964, the magazines were solidly behind the war effort in Vietnam. The percentage of supportive coverage decreased in June of 1965 and reached its lowest ebb in February of 1968. The percentage of supportive coverage increased slightly in May of 1970, and again in December of 1972, but it never again reached the level of support attained in August of 1964.

Individually, the magazines differed in their attitudes toward the war. U.S. News & World Report stood alone in its overall support of American policy in Vietnam. Both Time and Newsweek were more critical of American involvement in Vietnam than they were supportive or neutral.

The two major categories of coverage classified in the study were political and military. U.S. News & World Report was the most supportive of American political and military activities in connection with the war, while Time was the most critical of political activities, and Newsweek was the most critical of military activities.

The magazines portrayed differing pictures of the war. Members of an interpretative medium, the magazines interpreted events in accordance with their own attitudes or policies.

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TELEVISION PROGRAM ACQUISITION: AN ANALYSIS AND DOCUMENTATION OF CURRENT PRACTICES

James Paul Fay, M.A.
University of Illinois, 1974
Advisor: Patrick Welch

Most television programs aired by a commercial, small or middle market television station but not produced by that station are acquired through syndication or through a network. This thesis is an introduction to the mechanics and rationale of program acquisition through these two sources.

The bulk of the programs available through syndication fall into one of two categories. They are either serials (programs like I Dream of Jeannie or Lawrence Welk) or feature films. The various types of syndicated programs are all evaluated along more or less the same lines, i.e. according to playability, previous exposure and quantity.

Once the programming has been evaluated it is the job of the program buyer or station manager to negotiate with the distributor in an effort to acquire the best possible package on the most favorable terms and at the lowest cost.

Network programming, on the other hand, is not usually purchased outright but is furnished by the network as part of the agreement with the affiliated station. Therefore, the "cost" of the programming can only be ascertained in terms of the other elements of the affiliation contract.

Reprinted in the appendix are the Rhodes Productions Distribution Agreement; license agreements from Rhodes Productions, Winters/Rosen, Metromedia Producers and Wolper Television Sales; a mid-fifties network radio Affiliation Agreement from ABC; television network affiliation contracts from ABC, CBS, and NBC; a Black Associated Sports Network license agreement; and a Spanish International Network order confirmation.

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JAMES MICHENER AS ADVOCACY JOURNALIST

Douglas Robert Ferdon, Jr., M.A.J.C.
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James Michener has probably been better known for his fiction works than his nonfiction. But he has written a great deal of well-received nonfiction, too. This thesis examines Michener's nonfiction from a journalistic standpoint. Particular attention has been paid to in-depth works he has written on aspects of United States society.

New journalism, an area where reporting becomes an intensive, personal commitment by the reporter, is used as a standard against which to measure Michener's works. This thesis aims at establishing Michener as an advocacy reporter of high merit; his thoughtful, probing journalism is always aimed at improving some part of the world community.

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MEDICAL NEWS AND THE PUBLIC: A Q-METHODOLOGICAL ANALYSIS

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This study attempted to isolate and identify operant clusters of attitudes toward medical articles about birth technology. Utilized in this regard were Q-methodological procedures and portions of the five-stage innovation-adoption-process model of E. M. Rogers.

Thirty articles on birth technology were selected for a Q-sample from a universe compiled by consulting The Readers Guide to Periodical Literature from March, 1971 to February, 1972. A Q-population of 23 respondents was selected on the basis of probable special interest in the topics and with regard to sex and religious, educational and ethnic backgrounds. These respondents first "Q-sorted" the articles according to whether, at initial glance, they would be interesting or boring; they then read all the articles and sorted them according to the merits of their "innovations" or themes. Results were subjected to transposed factor analysis and varimax rotation procedures.

Four factors emerged for each sorting procedure. Regarding initial interest they were: "Human Interest," supporting articles about personal experiences or opinions; "Ego Identity," deeply involved with sterilization and the like; "Professionalism," concerned with technical service information, and "Visualism," concerned with graphic effects. Thematic evaluation factors were: "Adaption," pragmatically supportive of individual needs; "Freedom-Responsibility," bipolarly concerned with implications regarding these concepts; "Pro-Creative," reflecting a masculine emphasis on child-bearing, and "Scientific," bipolarly concerned with the issue's biological and technical aspects. Apparently "interest" and "evaluation" are two separate response processes--ones strongly affected by pre-existing attitudes.

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ROCK JOURNALISM AND ROLLING STONE

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During the late 1960's, a number of youth-oriented "alternative" magazines and newspapers were started by young persons. These self-styled "counter-cultural" publications by and large were short-lived, amateurish political organs. One large body of journalism, however, flourished and that was the rock press: magazines and newspapers started by young persons who wanted to write about rock music, which was, for them, the basis of a counter culture. Of the many peer-group rock magazines, only one, Rolling Stone, has done well and attracted a wide reading audience. This thesis is an interpretative history of the rock press and of Rolling Stone.

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THE ROLE OF MASS MEDIA IN THE WATERGATE AFFAIR

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Various roles of the mass media in reporting and interpreting the Watergate affair are studied and described. Performance of daily newspapers, national news magazines, and television networks is examined during the periods July through December, 1972, and January through September, 1973. The study focuses on the effects of Watergate coverage, including the issue of media credibility. Also discussed are non-interpretive/non-reporting roles of the press and evaluations of total press performance.

Data were gathered from major national news magazines and trade journals published during the study periods, a survey of editorial page editors representing a national probability sample of daily newspapers, and interviews with three nationally prominent journalists and a former member of the U.S. Justice Department.

It is suggested that, while media involvement in the Watergate affair was distinctive, rather than unique, the consequences of the extensive coverage were in many respects unprecedented. The most important contribution of the media, the study suggests, was keeping the issue alive and eventually arousing public indignation. The study finds there were many excesses and abuses in coverage of Watergate, but, on balance, it is concluded society was well served by the mass media.

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NEWSMEN'S PRIVILEGE

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It is the task of this thesis to distill, in a series of five articles, the major points of the newsmen's privilege question. The series is composed primarily of interviews with various individuals interested in the newsmen's privilege question. Since the articles are written for a North Carolina audience, the subject matter is thusly localized.

The first article contains an explanation of the U.S. Supreme Court decision on newsmen's privilege. The second article surveys the current atmosphere surrounding the press, including governmental attitudes toward the press as well as opinions on the quality of the press itself. The advantages and disadvantages of a shield law are explained in the third article. The fourth article contains information on proposed shield laws in North Carolina. In the last article are contained ideal shield laws as proposed by various North Carolinians.

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HOW ADVERTISING EDUCATION IS REGARDED BY PRESIDENTS OF FLORIDA ADVERTISING AGENCIES THAT ARE MEMBERS OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Michael Edward Frost, M.A.J.C.
University of Florida, 1973
Adviser: Leonard J. Hooper

Many advertising professionals, especially agency practitioners, have been critical of advertising education since its beginnings. David Ogilvy once called it "a waste of education." The purpose of this study was to explore the schism between the professional (agency) and academic sectors of advertising.

A probe was conducted within the state of Florida among ten presidents of agencies that are Florida-based members of the American Association of Advertising Agencies. These executives were interviewed separately during the summer of 1973 with regard to their attitudes toward formal advertising training, advertising educators, and college graduates with degrees in advertising.

The findings of the study were presented in descriptive terms. Generally, the data confirmed the researcher's supposition that advertising practitioners have diverse views which often run contrary to the feelings of advertising educators.

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A HISTORY OF THE INSTRUCTIONAL MEDIA FACILITIES FROM 1920-1973 AS THEY RELATE TO THE DEVELOPMENT OF THE LEARNING RESOURCE CENTER CONCEPT AT BRIGHAM YOUNG UNIVERSITY

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Brigham Young University, 1973
Adviser: Oliver R. Smith

This project is a history of the instructional media facilities from 1920-1973 as they relate to the development of the learning resource center concept at Brigham Young University.

The study covers only those areas that relate directly to that concept. It covers in some detail the early beginnings of the "audio-visual center" as it was started under the direction of the Division of Continuing Education in 1933 with some reference to the limited amount of equipment that existed on campus as early as 1920.

As the study progresses it looks at the early music listening facilities that were begun in 1940 as they developed into the forerunners of today's learning resource centers.

Finally, the study gives a brief biographical sketch of four men who, over the fifty-year period that media facilities have been used on campus, gave outstanding contributions to the field.

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CLASSIC MANAGEMENT PRINCIPLES APPLIED TO BROADCAST MANAGEMENT

Jerry Lloyd Gantt, M.A.J.C.
University of Florida, 1973
Adviser: Kenneth A. Christiansen

This expositional thesis applies basic principles of management theory to the operation of a typical broadcast facility. The approach is that of a manager rather than a career broadcaster. A planning model for the station manager is developed and used to examine the business environment of the station and the impact of environmental factors on all areas of the station operation.

The new organizational principle of matrix or project management is applied to television production. The matrix organization permits flexibility and greater efficiency in the utilization of station assets. A chapter on personnel administration includes a case study of current practices at representative stations. Other useful tools for the manager are added, including planning charts and a sample orientation program.

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A PROFILE OF THE SAIGON PRESS CORPS: 1971

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This study was undertaken in response to the extensive critical comment leveled against correspondents reporting the Vietnam War for American media. It is designed as a descriptive analysis and provides a profile of a census of correspondents who served in Vietnam for two weeks or more during 1971.

The profile is presented in terms of five attributes; age, education, journalism experience, military service, and time in country. Such attributes can assist in determining how qualified a correspondent is to report a war. Typical allegations against the U.S. press corps in Saigon were inexperience, youth and immaturity. The findings of this study tend to validate those charges.

The body of correspondents representing American media (170) was compared with their colleagues representing foreign media (100) and, where possible, with eight related studies of other correspondent groups. The only attribute in which they compared well consistently was education. In all other attributes they consistently compared poorly. The most glaring discrepancies were in the attribute categories of age and journalism experience. As a body, they also failed to measure up to standards set by trade unions and opinions expressed by authorities in the field. When weighed against standards set forth by the American Newspaper Guild and the National Union of Journalists in Britain, roughly half of the group studied fell into the apprentice category. Moreover, there was a marked difference between their profile and criteria for employment as expressed by the major media.

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PRETESTING NEWSPAPER ARTICLE HEADLINES AS A MEANS OF DETERMINING THE LEVEL OF WIRE EDITORS' KNOWLEDGE OF SUBSCRIBERS' INTERESTS

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This study is designed to discover information in the area of editor judgment of reader attitudes and interests. Through the use of the newspaper article headline pretest, the data of reader interests were obtained. The wire editors of the Knoxville News-Sentinel were used as sources of data about wire editors' attitudes and selection processes.

The scores of the population were statistically analyzed by the University of Tennessee Computer Center, and information was compiled to give a picture of a typical Knoxville News Sentinel subscriber and his interests. From the interviews with the wire editors, the generalizations concerning the News-Sentinel were made. Categories of the pretest article headlines were ranked by the Spearman rank-order formula method and compared to give a positive 0.827 correlation between wire editor selection preferences and subscriber reading interest preferences.

A sample of 473 persons was taken for the study. Of this, 187 returned questionnaires by mail by the cut off date (39.53 per cent). The three persons given the responsibility of checking the wire service material of the News-Sentinel, the news editor and two telegraph editors, were one hundred per cent cooperative in aiding the thesis research.

The demographic returns of the survey showed that the News-Sentinel subscriber is: (1) a balance of age categories; (2) predominantly male; (3) predominantly married; and (4) very well educated. Over half of the responses indicated at least some college training.

Each of the News-Sentinel wire editors expressed the desire to reach his audience with maximum efficiency in the selection of news. Very little personal influence affects selection of items. However, the editors above them do exert considerable influence. Other factors in the decision-making process include the electronic media, mechanical problems such as deadlines, and the presence of wirephotos with the stories.

Both groups selected items categorized as "economics" news as first reading interest. Subscribers' first five interests included (1) economics, (2) state, (3) human interest, (4) hard news, and (5) ecology news. The editors' first five were (1) economics, (2) ecology and human interest, (4) state, and (5) business news. Sports, women's and entertainment news ranked lowest.

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THE DAILY WORLD
STORY OF A COMMUNIST NEWSPAPER

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The purpose of this thesis was to identify and describe the major highlights in the history of the Daily World, official newspaper of the Communist Party of the United States.

The focus was on the paper's background, major periods, turning points and characteristics that set it apart from conventional American newspapers.

Data were gathered from a variety of sources, including history and political science works, contemporary biographies, news and general purpose periodicals and, primarily, from a detailed study of many issues of the communist paper itself.

Of special concern in this study was the mental trauma of communist journalists. Throughout the history of the paper (since 1924), writers had to struggle with the contradictions inherent in writing for the communist press and their desire to write the truth as they saw it. The result was that many journalists left the paper and the party frustrated, disillusioned and broken in spirit.

The study revealed that the paper had its greatest influence and highest circulation throughout the 1930s. During the 1940s, circulation dropped drastically, leveled off for a time in the 1950s and declined steadily in the 1960s. But, despite the Daily World's declining influence and circulation, it will continue to exist as long as there is an official Communist Party in the United States. No matter how small or inconsequential the party becomes, there will continue to be an organ to express its views, theories and goals.

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AN ANALYSIS OF LANGUAGE BEHAVIOR
IN THE UNDERGROUND PRESS

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Scope of Study: This exploratory study examined the language behavior among 20 underground press workers by evaluating the subjects' emotive and cognitive responses to six frequently used word-concepts: FREAK, REVOLUTIONARY, STRAIGHT, INSTITUTION, ESTABLISHMENT, and IMPERIALISM. Testing mechanisms included a modification of the Semantic Differential, Martin Fishbein's Attitude-Belief Scales, and Wendell Johnson's Extensional and Intensional Agreement Indices. The former was used to measure the emotive responses, the latter was used to measure the cognitive responses.

Findings and Conclusions: Analysis showed that the subjects emotive responses to the word-concepts--though often intense--were not highly correlated. Nine various attitude and belief prototypes were isolated, a rather large number of clusters for a sample of this size. Even the correlations within the clusters were not very high. The cognitive response indicated that there was little agreement as to the application and usage of the six word-concepts. The results suggest that at least four of the six word-concepts--FREAK, REVOLUTIONARY, ESTABLISHMENT, and IMPERIALISM--functioned primarily as evaluative statements. These word-concepts, it is believed, avoid any symbol-object relationship. For the subjects tested in this study, these four word-concepts were most often perceived as expressions of condemnation or praise--often used to express approval or disapproval or to indicate a favorable or unfavorable response to a particular stimulus. These word-concepts, it is suggested, offer little more than the source's disposition.

THE PRESS COVERAGE OF THE ENTRANCE OF JACKIE ROBINSON INTO BASEBALL AS THE FIRST BLACK

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In 1945, a revolution began to take place in baseball. Branch Rickey, owner of the Brooklyn Dodgers, a team in the National League, signed Jackie Robinson, a player from the Kansas City Monarchs, a team in the Negro American League, to a contract with the Dodgers. This study examines the press coverage of the entrance of Jackie Robinson into baseball as the first black. The study focuses on the sports pages of the major newspapers in the country at that time.

Seven of these major newspapers have been selected for this study, each for a different reason. The New York Times was included as the newspaper of record. The Washington Post was a liberal newspaper in the capital of the country and was expected to provide the view of politicians, with an eye toward future legislation. The San Francisco Examiner was a conservative West Coast paper. The Atlanta Constitution was a newspaper in the deep South, in a city without a national baseball team. The Detroit News was a midwestern newspaper, independent and moderate. The St. Louis Post Dispatch was an independent newspaper, on the Southern border but liberal. The Chicago Tribune was a midwestern newspaper, independent and conservative.

The magazines included in the study were all those that published articles on Robinson's entrance into baseball. The books included were all those with references to that period in baseball history, which spanned the years 1945-1947.

Robinson's entrance into baseball is divided into three parts in this study. The first part concerns the hiring of Robinson by Branch Rickey in 1945. The second part deals with Robinson's year with the Montreal farm club of the Brooklyn Dodgers in 1946. The third part discusses Robinson's first year with the Dodgers, culminating in his post-season award as Rookie of the Year in 1947. Each part includes a comparison of the newspaper coverage, followed by a comparison of the magazine coverage, of Robinson in baseball during those years. The conclusion summarizes the coverage, including a section about Robinson's entrance into baseball, as writers have remembered it in books and periodicals written since it happened.

The role of the press as a mirror of society is clearly reflected in the press coverage of Jackie Robinson. As white Americans were just beginning to see black Americans as people, so the press was beginning to open its eyes. The hiring of Robinson was seen as such a sudden change, however, that it created animosity where there might not have been any had there been a way to make such a change gradually. The press and the American people had images of black people which did not include a professional baseball player, let alone an intelligent, superb professional baseball player. Having those images shattered was hard to accept, and, in the case of the press, reflecting the new images was hard to do in writing. Thus, the coverage at first reflected the stereotypes of white Americans and the press about blacks; only at the end, in 1947, was the press able to drop those stereotypes and see Robinson as an individual rather than the "typical" black American.

Throughout the press coverage of Robinson, however, it is clear that most of those stereotypes and derogatory references were not considered as such at that time. This applies as well to the mention of race and singling out of Robinson and/or blacks in general for being black, when such a distinction was irrelevant to the subject. Only through the perspective gained by the passage of thirty years and the corresponding progress in journalism and in race relations is it possible to view that coverage, biased, derogatory and condescending as it was, as a product of its time.

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REAL AND STATUS QUO OPINIONS OF PRESS PERFORMANCE

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Adviser: W. J. Ingenthron

This study's purpose was to empirically isolate and identify operant public attitudinal cluster regarding the performance of the American newspaper press relative to what this performance ought to be, ideally. Abduction, as formulated by C. S. Peirce and operationalized by Q-methodology and technique, provided the approach for the achievement of this purpose.

Fifty-four adjectives representing significant public opinion variations as to American newspaper performance served as the study's stimuli items. Respondents were 33 persons representing different "interests" according to criteria established by G. C. Thompson. These respondents "Q-sorted" the adjectives according to two prescribed instructional conditions: how well they described existing American newspapers, and their degree of descriptiveness of the "ideal" newspaper. Results were subjected to transposed factor analyses and varimax rotations on an IBM 360 computer.

Five significant factors emerged for the first instructional condition: "Positive Universalism," favorably viewing newspapers as cosmopolitan; "Positive Particularism," favorably viewing them as provincial; "Politicalism," negatively viewing them as ism-oriented and biased; "Activism," viewing them negatively as status-quo supporting, and "Negative Universalism," hostile toward them as impersonal and mass produced. Only one invariate factor emerged for the "ideal" instructional condition; it described a "National Myth Press"--one "brave" and "fair" and fostering unity and democracy. These results were viewed as significant because they evidenced a common desire for a press serving all relevant social needs, and since the five status quo factors provided specific information re these needs.

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CONTENT ANALYSIS OF INTERNATIONAL NEWS IN SELECTED ISRAELI NEWSPAPERS AND AN AMERICAN NEWSPAPER

Avishag H. Gordon, M.J.

Louisiana State University, 1973

Adviser: Ronald G. Hicks

The content of international news was analyzed in three Israeli weekend papers, Ma'ariv, Davar and Haaretz, and the Sunday Times-Picayune of New Orleans. Several factors were examined.

A "grade of prominence" in the news was devised for 20 foreign countries and was correlated with the physical distance of these countries. Distance was also correlated with the amount of negative news, elite-oriented news and stright news originated in these countries. In all cases correlation was insignificant ($p < .20$) and the Null Hypotheses were retained. It is concluded that physical distance is not a determinant in the flow of international news.

A test of difference between samples in terms of frequencies assigned to categories has established significant differences between the samples, $p < .001$. All papers present more positive than negative news. The Times-Picayune uses more "country is not involved" news than Israeli papers do and also more issue-oriented news. Israeli papers use more elite-oriented news. All papers present more straight news than interpretative material, and Israeli papers rely more on staff members for foreign news coverage, while the Picayune relies chiefly on news agencies.

Categorization of news by regions of origin has shown that most news for Israeli and American papers alike, originates in West Europe. This creates a "centripetal" tendency between the samples in covering foreign news.

Categorization by subject matter has shown that "hard" news (politics, conflict, and economics) prevails, but "soft" news (culture, sports, and popular amusement) gets its fair share. Moderate to substantial agreement exists between the papers as to which region of the world is more important and what subject should be emphasized.

It seems that "rest day" papers present a more balanced picture of the world than expected, in spite of the communication barriers to foreign news transmission.

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THE MULTINATIONAL CORPORATION: PERVASIVE FORM OF INTERNATIONAL COMMUNICATION

Leroy J. Gregory, Jr., M.A.J.C.
University of Florida, 1974
Adviser: Ramona R. Rush

The multinational corporation, a relatively new form of international business, is examined for its impact on international communication. Multinational business, unlike trade, represents a direct investment in foreign nations. Because of this, these firms have a stake in their host countries. The goods the firm offers embody a way of life and the firm may attempt, via communications, to ensure that the hosts adopt that life style.

The origin, history, and probable future of multinational companies is traced and their relationship to international communication is illustrated. Some American media firms have become multinationals with interests in foreign television, film, and print facilities. In addition, American consumer-goods manufacturing multinational firms carry with them abroad U.S. media styles that are transmitted to foreign nations.

Satellite communications are also examined with the conclusion that this expanding development, together with the tendency of American multinational firms to extend globally the oligopolistic market/media structure of America, promises to consolidate further the world's media in the hands of a few industrial nations. It is suggested that this consolidation, and the advertising, public relations, and market/opinion research of American multinationals are helping to Americanize other cultures and to hasten the development of an infant world culture.

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SAYS WHO? VS. WHAT'S IT SAY? COMPARATIVE EFFECTS ON LOW INCOME HOMEMAKERS' RESPONSES TO A NUTRITION NEWSLETTER

Marjorie Pfister Groves, M.S.
Iowa State University, 1973
Adviser: J. Paul Yarbrough

In a nutrition newsletter to low income homemakers, does source have a greater effect than content? Or, does the secret lie within the receiver? This study compared the Expanded Nutrition Program aide as a familiar source and the Extension Home Economist as the unfamiliar. Content originated either locally from "ENP homemakers" or distally from "Extension nutritionists." Combinations of source and content gave four newsletter treatments. Four issues of each were mailed. Twenty-four receiver dispositions or combinations of dispositions were measured as receiver input. Data was obtained through personal interviews. Differences between the 99 randomly assigned treatment subjects were compared by t-test with 50 control subjects (no newsletter). Differences between the four treatments were analyzed by 2x2 analysis of variance. Relationships between receiver dispositions and responses to the newsletter were analyzed by Pearsonian zero order correlation. Finds were that variations in source and content made little difference. Newsletters gained clients' attention, generated interpersonal communication and were understood but little new information imparted. They made little impact on clients' already favorable evaluation of ENP or rational values relating to food and made no measurable impact on adoption of new nutrition behaviors. Receivers' predispositions strongly bound adoption but not other responses.

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WOMEN'S PAGES IN TRANSITION

Zena Beth Guenin, M.A.
California State University
Northridge, 1973
Adviser: Jack R. Hart

Inspired at least in part by the women's equality movement, press critics and editors have condemned newspaper women's pages for being filled with traditional content--society, food, clubs and weddings. Improvement of content is advocated to attract a wider audience of women, men and young people. Problems of feminine stereotyping as they relate both to readers and to women's editors are involved. The predominantly male management of the nation's press is called one major stumbling-block in efforts to improve such sections.

The broad-interest sections of the Los

Angeles Times, St. Petersburg (Florida) Times, and Davenport (Iowa) Times-Democrat and the traditional women's pages of the Philadelphia Bulletin, Arizona Republic and Albuquerque Journal are measured for content using a list of critic-suggested subjects, traditional topics and entertainment. Entertainment replaces much of the traditional in-put in the broad-interest sections but coverage of suggested topics is not expanded in the sections and, in two cases, is better covered by the traditional pages.

Women journalists must be given greater opportunity to get newsroom experience needed to edit improved sections. When change is implemented, the subject "woman" should be lost since coverage in other sections is frequently inadequate. The working press and journalism scholars should devote more attention to these sections so the transition is continued with guidance and direction.

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MASS MEDIA AVAILABILITY AND USE IN SIX KENTUCKY COUNTIES

Frances Evelyn Hackworth, M.S.
University of Wisconsin, Madison, 1969
Adviser: Nellie McCannon

Earlier studies in Kentucky learned mass media habits of people living in certain areas in Kentucky. This study replicates but seeks additional information on mass media use and effectiveness of mass media in reaching the Extension audience in a specific area in the state. The study should serve to aid extension personnel in planning communications programs, especially for farm and home radio, and the use of these programs in their total extension program. It may also be useful to radio stations as they schedule for clientele in this Kentucky area.

A random sample of seven counties in the Licking River area were surveyed by mail. Demographic characteristics were found for people living in this area. Mass media availability and patterns of use of the electronic and print media are also found.

The study shows that radio is available in practically every home in this area with television available in 93 percent of the homes. Newspapers and magazines are read by over half the people. At least a fourth of the respondents were reading the local newspaper.

Less than 5 percent, however, were listening to the extension radio program aired on local stations. In view of listening habits the researcher suggests that extension should make every effort to get 6 to 8 a.m. broadcast time and try 5-minute or less programs. She also suggests publicizing radio programs through direct mail, news columns and other methods. Training of extension personnel to improve presentation and content is also proposed.

Newspapers, both daily and weekly, are the most important source of communications at this time. Extension personnel need to improve the quality of their news columns and keep in contact with editors to better serve the papers, the researcher says. Magazines are little served and there does seem to be some potential in this area.

Television viewing is high for this area but no local programming is available at the time of this study. The number of newspapers read in each county is high (from 5 to 10) and many printed in other states are used by this clientele. With such diversity the extension agents will need to make special effort to serve all papers, the researcher says. Magazines in three categories--general, women's and farm--were found to be about the same for all of the counties surveyed. McCall's, Good Housekeeping and American Home were read in all counties. Progressive Farmer was read in all but one county and Reader's Digest and Life were read in all counties. Sunday was the day for magazine reading.

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EDITORIAL ATTITUDES OF THE NEW YORK TIMES TOWARD COMMUNIST CHINA, 1949-1973

Edward Nai-kuo Han, M.J.
Louisiana State University, 1974
Adviser: Ronald G. Hicks

This thesis examines the trend of the New York Times' editorial attitudes toward Communist China during the period from 1949 to 1973.

The semantic content of 263 selected editorials are analyzed by the use of a slightly modified method of "evaluative assertion analysis," which provides valid and reliable quantitative results with bias held minimal. This method can measure the intensity as well as the direction of the expressed attitudes.

The results of the study indicate a general trend of attitudes from unfavorable to favorable during the 25-year period. The major hypothesis suggesting such an attitude change is supported.

It is found that the newspaper's editorial attitude toward Communist China remained favorable from 1970 through 1973. Also a very slightly favorable attitude is suggested for 1964. The years in which the newspaper held most hostile attitudes towards Communist China were the Korean War years.

These and other findings of the study are interpreted in the light of important historical events, U.S. policies toward Communist China, and the newspaper's own policy advocacies in regard to the Chinese Communist regime.

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TUNDRA PEREGRINES: A JOURNEY INTO GREENLAND

James T. Harris, M.S.
University of Wisconsin, 1974
Advisor: John Ross

Tundra Peregrines is the narrative of a journey to West Greenland in the summer of 1972. My four companions and I travelled in search of the rare and endangered peregrine falcon, a large hawk that nests on cliffs rising high above the tundra. The species has recently disappeared from most of North America and Europe because man has released large amounts of hydrocarbon pesticides into the environment. DDT, dieldrin, and the other hydrocarbons concentrate within the falcons and prevent individuals from reproducing.

The story of the summer in Greenland is a means for introducing the spectacular peregrine to the reader. It is an ideal species for a presentation of the issues related to the endangered species problem. Interwoven with the narrative is the material necessary for an understanding of the status and value of this species. The book's intended general audience can and should understand the biological background to the peregrine's problem. The falcon's prime values for man are experiential and aesthetic. These considerations appear during the course of the narrative, and moral arguments for preservation of the species also become clear.

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THE WATCHDOG BARKS AT SNOOPING: ARMY POLITICAL SPYING FROM 1967 TO 1970 AND THE MEDIA THAT OPPOSED IT

Emil Lynn Havach, M.A.
University of Arizona, 1974
Adviser: Philip Mangelsdorf

When a former Army Intelligence captain, Christopher H. Pyle, published an article in The Washington Monthly in January, 1970, concerning Army Intelligence's spying on civilian domestic political activities, it touched off a controversy that lasted thirteen months. This thesis examines the history of Army Intelligence, how it became involved with civil disturbances, how it began spying on civilians in the United States in 1967, and how extensive this spy network became by early 1970. It also examines the Army's and the government's chief antagonist in the controversy, The New York Times, the newspaper of record that published more and longer articles on the dispute than any other media form. The Times' historical skepticism toward power and the government is traced in addition to the editorial comments of the paper concerning Army spying. Although it is purely speculative to say The New York Times changed domestic intelligence with its editorials, the fact is that the controversy spurred two major reforms--intelligence reorganization and tighter civilian control of the military--and these were the things The Times advocated. But they were also the reforms most often discussed within the Army and the government. So The New York Times played catalyst in the controversy, not solely causing domestic intelligence changes, but rather helping spur, through press pressure, the implementation of frequently debated reforms.

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PROBLEMS IN MANAGEMENT OF TELEVISION NEWS OPERATIONS

Deborah Lynn Hayes, M.A.
University of Wisconsin, 1974
Advisor: Vernon A. Stone

All news directors at commercial, non-satellite television stations in the United States were surveyed by mail, and 52% of them responded. This survey probed the problems encountered by broadcast management, particularly in the areas of budget and staff.

This study indicates that news departments may have been shortchanged financially at many stations. Three fifths of the respondents said not enough money was spent on news while over three fourths said news paid for itself. Small market stations were more likely than other demographic categories to have news departments which paid for themselves but less likely to have adequate budgets. This finding may indicate that profits were being siphoned off news in small markets.

Almost two thirds of the respondents reported staff was a substantial need. Small market stations most often needed additional news personnel but were least likely to have increased the number of news staff members over the year preceding the survey.

Experienced news people were leaving the field which may have comprised another problem in the area of news staff. Just over one fourth of the news directors reported staff usually sent to other fields when they left the station. One fourth of the respondents, themselves, expected to leave TV news in the next five years. Almost three fifths of the respondents' immediate predecessors at the stations subsequently left news. The main reasons given for leaving were advancement and salary.

Previous studies have treated government regulation and commercial pressure as the major problems besetting broadcast news. However, these findings indicate that inadequate news budgets and maintaining a qualified staff may pose a greater threat to the quality of local television news.

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THE EFFECTS OF ORIENTATION BEHAVIOR AS A DETERMINANT OF GROUP PRODUCT

Ronald Roy Hemphill, M.C.
Florida Technological University, 1973
Adviser: K. Phillip Taylor

The purpose of this study was to investigate a relationship between orientation behavior and quality of product in small group discussions on a question of policy. The basis for this study was previous research conducted by Knutson. A relationship between orientation behavior and consensus had been substantiated in that research. Three treatment conditions had been manipulated through a confederate: high orientation, low orientation, and no orientation. Another investigation clarified the measurement of the dependent variable, quality of product. Leathers had proposed an instrument, the Productivity Rating Instrument (PRI), to measure quality of product in three treatment conditions: facilitated, disrupted, and natural communication. As a result of the two investigations, this study incorporated Knutson's methodology and utilized an amended form of Leathers' PRI, referred to as the Quality of Product Scales (QPS), to investigate the relationship between orientation behavior and quality of product. The three research hypotheses tested were as follows: (1) Groups containing an individual engaging in high orientation behavior will produce a significantly higher quality of product after discussing a question of policy than groups containing an individual engaging in medium orientation behavior. (2) Groups containing an individual engaging in high orientation behavior will produce a significantly higher quality of product after discussing a question of policy than groups containing an individual engaging in low orientation behavior. (3) Groups containing an individual engaging in medium orientation behavior will produce a significantly higher quality of product after discussing a question of policy than groups containing an individual engaging in low orientation behavior.

The independent variable, orientation, was a behavior defined as contributions to the achievement of a group's goal. Three treatment conditions of orientation were manipulated by a confederate: high orientation, medium orientation, and low orientation. High orientation behavior was defined as resolving conflict, making helpful suggestions, reinforcing agreement, and encouraging participation by the confederate. Medium orientation behavior was behavior exhibited by the confederate through a balanced number of high and low orientation statements. Low orientation behavior of the confederate was defined as intensifying conflict, insisting no agreement can be reached, discouraging participation, concentrating on self-oriented needs, disrupting communication, and withholding information.

The dependent variable in this study was quality of product. The groups were instructed to formulate a solution to a question of policy. These solutions were then rated by trained judges on the QPS. The QPS consisted of four scales as follows: (1) Effectiveness was the degree to which ideas, which are part of the major decision or solution, are realistic and could be adapted to the present system. (2) Creativity was the degree to which the major decision or solution reflects original ideas not previously applied to the problem under discussion. (3) Significance was the degree to which the major decision or solution reflects relevant and significant information as opposed to non-relevant and insignificant information. (4) Comprehensiveness was the degree to which the major decision or solution reflects a response to all the dimensions of the problem under consideration.

The subjects were selected from introductory speech and communication courses at Florida Technological University. Fifteen groups were organized, five for each of the treatment conditions. There were five participants in each discussion group: four subjects and the confederate. The question of policy used for the discussion was "What should be the University's policy regarding a grading system?" At the end of each discussion, the participants rated each other on several scales, of which orientation was used for analysis. Orientation was rated on a seven-point scale. This served as a measurement of the confederate's and subjects' orientation behavior during the discussions. The solutions were in written form, and were presented to the experimenter at the conclusion of each discussion.

Several statistical analyses were made on the data. First the orientation ratings were tabulated, and analyses of variance were made to determine the success of the manipulation of orientation behavior. Next, analyses of variance were made on the judges' ratings on the QPS to determine the effect of orientation behavior on quality of product. Additional checks were made on the orientation ratings of the subjects alone and then with the confederate's ratings included to determine whether more orientation behavior was taking place in certain conditions. Finally, the reliability of the judges' ratings was determined.

The following tentative conclusions were made as a result of the analyses and the discussion of the results: (1) High orientation behavior in small group discussions on a question of policy will produce a higher quality of product than in groups of low orientation behavior. Low orientation behavior on the part of one individual disrupted the discussions and was effective in preventing consensus. (2) High orientation behavior in small group discussion on a question of policy will not necessarily produce a higher quality of product than groups of medium orientation behavior. The Subjects' Ratings of orientation were not significantly different between the two conditions. If the subjects had been more individually oriented to the question of policy in the high orientation behavior, then it would be anticipated that the quality of product would differ in the two conditions. (3) Medium orientation behavior in small group discussion on a question of policy will produce a higher quality of product than in groups of low orientation behavior. The effect of the low orientation behavior on the group discussions was the determining factor.

Since this was the first reported study between variables, a causal link cannot be conclusively drawn at this point. Further research will strengthen the findings of this study, as well as clarify the relationship between orientation behavior and quality of product.

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A STUDY OF THE VENEZUELAN JOURNALIST IN RELATION TO HIS PROFESSIONAL IDEAS AND HIS CONDITIONS OF WORK

Judith K. Henry, M.S.
University of Kansas, 1974
Adviser: Calder M. Pickett

Venezuela is a country of the so-called "third world". Its journalists are in many respects unlike those of the United States. A questionnaire study of the Venezuelan journalist, supplemented by personal interviews and a knowledge of Latin American journalism in general, offers a profile of what the Venezuelan journalist is like. The questionnaire was patterned after one developed by J. Laurence Day, a scholar of the Latin American press. Journalists from five daily newspapers in three major cities of Venezuela make up the sample. A portrait emerges of the journalist in his working environment, how he works, and what he thinks about his profession and conditions of work. He is developing, and his concept of his job is undergoing change. A new Law of Working Journalists will force newspapers to compete for services of experienced journalists or to hire graduates of journalism schools. The composite Venezuelan journalist is in his thirties, is experienced, has learned his skills on the job. He receives $490 to $700 a month and has some fringe benefits. He is relatively free from supervision if he is a desk man; he works with congenial people; his work is appreciated. If he is an executive, he has attended college. He is likely to think he can go no further in his career. He thinks his job is somewhat prestigious. He is not deeply concerned about changing his profession but he is dedicated to his work. For the most part he is satisfied with what he is doing. Though practices of bribery and nepotism are common in Latin American journalism, he tends to frown on such practices.

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A HERALD FOR A CAVALRYMAN

William L. Hicklin, M. A.
University of Wisconsin, 1973
Advisor: Douglas C. Jones

George A. Custer and the Battle of the Little Big Horn have become synonymous in American folklore. Historians have generally ignored other aspects of the flambouyant cavalryman's career. Custer had a contemporary reputation as a great military leader and Indian fighter. Since the controversial "last stand," history has forgotten that Custer was continually concerned with, and carefully promoted his favorable public image.

This thesis examines Custer's commonly overlooked press relations, specifically those with a leading Nineteenth Century newspaper, The New York Herald. It finds that a distinctive, confidential relationship developed in 1875 between Custer and The Herald's editor, James Gordon Bennett, Jr.--and association evidently designed to provide publicity for Custer and a sensational journalism crusade for The Herald.

The study shows that Custer and The Herald collaborated to expose alleged government mismanagement of Indian affairs involving highly placed officials in President Ulysses S. Grant's administration. It reveals that The Herald-Custer affiliation also extended into alleged War Department corruption and the impeachment of Secretary of War William W. Belknap. It finds that the association contributed to the public humiliation suffered by Custer when the President reacted vengefully to the cavalryman's zealous efforts to discredit administration officials. And the study shows that The Herald provided Custer special access to its news columns to help restore his tarnished public image.

A major thesis finding is that Custer's confidential relationship with The Herald was a particularly significant factor among events leading to the 1876 Little Big Horn disaster.

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TEEN VOTING PATTERNS AND THE 1972 ELECTIONS-CASE STUDY OF STUDENTS IN ONE HIGH SCHOOL

Billie Marion Hickman, M.A.
University of Texas at Austin, 1973
Adviser: DeWitt C. Reddick

This thesis is a study of political ideas and opinions of two groups of Texas teenagers in the same high school immediately before the 1972 presidential election. Comparisons were made of party and candidate choices between younger students and older ones. Since this was the first national election which students 18-21 would be eligible to vote in, it was felt that a study of their political ideas would be significant. According to the study, the students themselves felt that mass media exercised more influence in forming their political decisions than personal influences did.

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THE MEDIA LAB: ONE APPLICATION OF THE STUDENT RESPONSE SYSTEM AS A COMMUNICATION TOOL

Ted C. Hindmarsh, M.A.
Brigham Young University, 1973
Adviser: J. Morris Richards

The intent of this project was to test the value of the student response system as a tool of communication. To facilitate the study an instructional package called a media lab was produced that incorporated principles of instructional design and utilized the Singer Link-3000 student response system.

The media lab was composed of a 16mm film with 35mm slides for support and sound-slide sets to introduce and pre and post test. It was compared with the traditional showing of a film. The following hypothesis formed the basis of the study: Gain scores of students who view a given film in a media lab will not be significantly different from the gain scores of student who view the film in a traditional setting.

Five groups of communications students, each divided equally for treatment were pre and post tested. Scores were analyzed with an analysis of covariance and the resulting F ratio for the combined study showed no significant statistical difference in the two treatments.

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SELECTED PRESS COVERAGE OF WOUNDED KNEE: 1890

Randall W. Hines, M.A.
Kent State University, 1974
Adviser: Charles Brill

Newspapers from South Dakota and several Eastern cities were examined and compared for their treatment of the original Wounded Knee tragedy. On December 29, 1890, part of the United States Seventh Cavalry, while disarming a surrendered and surrounded band of Sioux, shot and killed more than 200 Indians, most of whom were women and children.

Circumstances in South Dakota leading up to Wounded Knee are just as--if not more--revealing than the details of the massacre. Rather than isolating this one incident, therefore, the thesis views press coverage of the Indians weeks before and after the unfortunate affair. Comments about Indians in general, rather than just those on the Pine Ridge reservation are included.

Local newspaper selection was determined by availability in microfilm files of the South Dakota State Historical Society. Remaining publications were chosen from the major newspapers from that period in Eastern urban areas.

News stories and editorials provided little doubt as to a newspaper's stance toward the Indians. More important was the possible effect a newspaper would have upon its readers. Far removed from the scene of battle, the Eastern press was usually objective. Just the opposite prevailed in South Dakota. In almost every case in that state the stance was anti-Indian. Readers believed warpath rumors they had read and acted accordingly, resulting in panic and pleas for military assistance. Molders of public opinion, the local newspapers were a contributing factor in the events leading up to and culminating in the Wounded Knee massacre.

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SATURDAY CHILDREN'S TELEVISION REVISITED

Gary Oscar Hipp, M.A.J.C.
University of Florida, 1973
Adviser: Arthur J. Jacobs

The purpose of this study is to describe changes in Saturday children's television programs since the 1971 season. It is a replication of a content analysis commissioned by Action for Children's Television (ACT) in 1971.

Results show definite changes. The amount of time devoted to commercials is slightly less, while the amount of time devoted to programs has increased. Violence is on the decrease, although it still causes few injuries. On the other hand, laugh tracks and commerical ties appear more often; and crime; inter-personal rivalry, and the supernatural still provide 64 percent of all dramatic plots.

Data indicate no sweeping reforms to modify children's television programing, only minor changes to appease critics.

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RUN FOR YOUR LIFE: THE PUBLISHING CAREER OF PHIL McMULLEN

William C. Hitch, Jr., M.A.
East Texas State University, 1974
Adviser: W.J. Bell

Phil McMullen had a formula and philosophy of community newspaper operation and production which worked successfully. He had the courage and determination to attempt new methods and helped pioneer in an area of publishing which many others were reluctant to enter. This study traces his rise from publisher of a small county weekly to publisher of his own small daily newspaper and of publications for others. It follows him from his entry into journalism until his retirement forty-five years later.

Research methods employed were personal, taped interviews, personal correspondence, research of pertinent periodicals, and studies of files of newspapers published by the subject.

Phil McMullen began as publisher of a small weekly newspaper, moved into the small daily field, and then into custom printing of newspapers for others in a central plant by the off-set printing method, in which photographic reproduction of type is utilized. His influence on the production methods in this area became a pacesetter for many publishers.

Phil McMullen exerted a direct influence on the production of community newspapers in the Southwest. His early acceptance and success with developing printing methods and his basic philosophy of how to reflect the news of the community soon were being copied by other publishers. Today, the production methods which he helped pioneer are being used, with subsequent refinements, by most publishers in the weekly, small daily, and community newspapers in the United States and foreign countries.

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CHANGES IN RELIGION NEWS REPORTING DALLAS MORNING NEWS 1948-1972

Oscar Hoffmeyer, Jr., M.A.
East Texas State University, 1973
Adviser: W.J. Bell

This study was made for the purpose of testing the hypothesis that changes have occurred in reporting religion news.

Studies were made of microfilm copies of the Dallas Morning News from 1948-1972 for the purpose of documenting changes in frequency, content, and length of story. A sampling process was developed to provide a basis of describing the changes, and the study period was divided into two twelve-year segments for the sake of comparison. Background and supporting data were developed from books and periodicals relating to both journalism and religion. Personal interviews were held with the religion news editor of the Dallas Morning News, Mrs. Helen Parmley, and with George Cornell, Associated Press religion news writer.

The research verified that during this period of time in the Dallas Morning News stories have become longer and fewer in number, more in-depth, and of a more general nature rather than just reports of meetings and church or denominational activities. The study also affirmed that religion news is competing for space in the newspaper along with all other news and is less relegated to a church page one day a week.

Because of the greater understanding that has developed between religious leaders and the press during this time, and the greater interest in religion by society, the assumption can be made that coverage of religion news will carry higher priority for prominent space in more newspapers in the future.

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THE DALLAS MORNING NEWS AND THE TIMES-HERALD AND THE IMAGE OF DALLAS IN THE DECADE AFTER THE KENNEDY ASSASSINATION

Steven Dwight Holley, M.A.
University of Texas, 1974
Adviser: Ernest Sharpe

This study is an analysis of the Dallas Morning News, the Times-Herald and national magazine coverage of the Dallas civic image as affected by the assassination of President John F. Kennedy from the time of the assassination through November 22, 1973. The research supported the hypothesis that the local media does affect the image of the city, and the two Dallas dailies demonstrated two approaches in handling the image. The evaluation of the media forces outside Dallas supported the idea that the media provide "civic shorthand" in presenting a stereotyped, abbreviated civic image of the city.

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A STUDY OF CORRELATES OF UNIVERSITY OF TEXAS STUDENTS' OPINIONS OF NEWS MEDIA COVERAGE OF STUDENTS FOR A DEMOCRATIC SOCIETY

Thomas Hooker, Jr., M.A.
University of Texas, Austin, 1973
Adviser: Ernest A. Sharpe

The purpose of this study is to determine demographic correlates, or predictors, of University of Texas students' opinions of news media attention to Students for a Democratic Society (SDS) and news media partiality toward SDS. Correlates of the students' attitudes toward SDS are also examined.

Demographic predictors of a student's opinion of media attention to SDS are different from the predictors of opinion of media partiality toward SDS. The predictors of sympathy with SDS goals and tactics differ from those of the two opinion variables. The predictors of sympathy with SDS tactics are also predictors of sympathy with SDS goals.

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OUTDOOR DRAMA: A NORTH CAROLINA CONTRIBUTION TO THE ARTS

William Watson Hopkins, M.A.
University of North Carolina, 1973
Adviser: Richard R. Cole

A series of four newspaper articles, this thesis examines one of the country's fastest growing theater movements. The beginning and development of outdoor drama are described and some criticisms of the movement are discussed.

The first article is an overview of the movement and the fourth is a wrap-up that brings out some problems now facing those involved in outdoor drama. The second article is an interview with Paul Green, the man who wrote the country's first outdoor drama. The third article examines the audience: What kind of person likes outdoor drama?

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CHINA MEMBERSHIP ISSUE IN THE UNITED NATIONS: COMPARATIVE COVERAGE BY TAIPEI CENTRAL DAILY NEWS AND THE NEW YORK TIMES

Anthony Ho-wang Huang-fu, M.S.J.
West Virginia University, 1974
Advisor: Edward C. Smith

Representation of China in the United Nations has been an issue of world importance since 1949. Dealing with this issue, The New York Times and Taipei Central Daily News offered cross-cultural contrast. This research is a comparative content analysis of the two newspapers in coverage of this issue during 40 continuous days leading to the vote in the UN on Oct. 25, 1971.

Three hypotheses were included in this research. (a) The New York Times has higher percentage of news items favoring admission of Communist China to the UN than Central Daily News does. (b) Central Daily News has higher percentage of news items favoring the Republic of China to remain in the UN and protesting admission of Communist China to the UN than The New York Times does. (c) There is a positive correlation between editorial preference and favorable news coverage in both newspapers.

A series of eight categories was devised for analysis.

The results reveal that the two newspapers had different criteria of news value. Both were out of balance in presenting news of both sides of the issue. Results show also little similarity of coverage between the two newspapers. They often presented different sets of political facts.

This research found that each newspaper preferred the news source consistent with its own criteria of selectivity. And news in the two papers differed according to the geographic source. The two newspapers could also obtain different news items from the same geographic source.

It appears to this analyst that editorial bias was reflected in news selection by each newspaper.

The analysis tends to support the hypotheses.

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REDUCING FEAR IN CHILDREN TOWARD THEIR FIRST DENTAL VISIT BY UTILIZING TELEVISION

John Patrick Hughes, M.A.J.C.
University of Florida, 1974
Adviser: Arthur J. Jacobs

Fear of dental treatment is a major obstacle to the maintenance of good oral health. Young children become apprehensive about dentistry even before their first dental visit. They learn this fear from others, especially from adults. This thesis develops a television presentation designed to help young children counter and control their fear of dentistry.

The television presentation was judged effective in reducing children's dental fears by University of Florida College of Dentistry faculty members involved with television and children's dentistry and by nineteen dentists who regularly treat children.

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A HISTORY OF TEXAS OPEN MEETING LAWS

Ronald Hurt, M.A.
East Texas State University, 1973
Adviser: W.J. Bell

Texas has had an Open Meetings Law since 1967. In 1973, Governor Dolph Briscoe signed a new Open Meetings Law. Despite the publicity the more recent law has been given, many people are still confused about the status of open meetings concerning city, county, and state. This study should help put open meeting legislation in historical as well as political perspective.

This study used files and clippings from the Houston Post, Houston Chronicle, and other newsmedia. The records of the Texas House and Senate were invaluable as were documents from the Texas Attorney General's office. Letters and interviews were obtained from individuals who wrote or lobbied for open meetings legislation as well as those directly or indirectly involved in court cases stemming from the 1967 Open Meetings Law.

Former newsmen serving in both the Texas House and Senate were instrumental in having open meetings legislation passed in their respective legislative bodies. While the 1973 Open Meetings Law is hailed by many as the best yet, many newsmen who supported the legislation had been satisfied with the previous law and saw no need for excitement with the new one.

Any open meetings law is only as good as the people who take it upon themselves to enforce it. If the people and the press of Texas desire to have open meetings, then they shall have them. The 1973 Open Meetings Law clearly defines the rules governing public meetings, but it can be enforced only as public responsibility sees fit.

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A STUDY OF THE PUBLIC RELATIONS SPECIALIST IN SELECTED PRIVATE 4-YEAR COLLEGES OF THE SOUTHEASTERN UNITED STATES

Rodney Douglas Irvin, M.A.
The University of Tennessee, 1973
Adviser: John M. Lain

Public relations is a widely diverse professional encompassing positions in publicity, advertising, news bureaus, media services and a host of other related activities. The one fact common to the field of "public relations" is that there is no one common definitions of public relations or common approach to the public relations tasks performed by the practitioners. Diverse approaches to public relations are especially common in higher education. There are many differing views as to the value of public relations, and many methods employed in building the public relations program.

Private higher education faces serious problems in enrollment, and in financing sound programs. Each year the competition for funds becomes more fierce. Though for the most part they are now ended, the demonstrations of the late sixties still haunt college campuses and many persons are hesitant to support higher education. Many persons do not understand higher education in either its actions or philosophies.

There exists a need in private higher education for public relations programs which can effect meaningful two-way communications between the institution and its publics. Preliminary inquiries concerning public relations in the private colleges of the southeast indicated widely diverse approaches to public relations ranging from a one man part-time office to well-staffed offices employing several persons. It was decided that a study of the public relations directors at private colleges in the region would reveal information about the public relations program at these institutions.

One hundred and twenty colleges in ten states of the southeastern United States were selected to be polled by means of a mail questionnaire in the spring of 1972. Questionnaires were sent to the public relations directors and college presidents of each college requesting information concerning the public relations directors and the programs at each college. Of the questionnaires mailed to the 120 college presidents and public relations specialists, 71.96 per cent were returned (a response of 73.87 per cent from college presidents and of 70.52 per cent from public relations directors).

Survey results showed a wide range of backgrounds, educational levels, salary, and professional development of the public relations specialists at individual colleges. In many cases the public relations offices were understaffed and the public relations specialist was a member of the development staff of the employing institution.

An important finding resulting from the study shows that college presidents and the public relations specialists have, in many cases, differing perspectives about public relations and its function at the college level. The author suggests that these differences must be resolved, or at least some type of working arrangement made by the president and the public relations director, before any public relations program can be administered.

It was the author's conclusion that private colleges in the southeast must be more willing to pay for public relations than they have in the past, and must demand more of their personnel. Very few public relations offices had any written set of goals or a planned program from which to operate. No longer can colleges continue to have part-time personnel in their public relations offices and expect to compete with other institutions which have well-staffed offices employing personnel with solid backgrounds in public relations and in the media.

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JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION: THE MEDICARE YEARS

Mary A. Ivey, M.A.
University of Texas at Austin, 1974
Adviser: DeWitt C. Reddick

An analysis of the reportorial and editorial coverage by the Journal of the American Medical Association of medical legislation before the U.S. Congress pertaining to Medicare, Title 18 of Public Law 89-97, the federally-funded program of health care for the aged over 65 years old. Covers the years 1959 to 1965. The thesis' core of Journal articles is augmented with auxiliary references.

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TEXAS POULTRY & EGG NEWS: OFFICIAL VOICE OF THE TEXAS POULTRY INDUSTRY

James Milford Ivy, M.S.
East Texas State University, 1973
Adviser: W.J. Bell

This study was undertaken to determine if the newspaper, Texas Poultry & Egg News, was the primary voice of the Texas poultry industry from 1956 until 1970, serving as a worthwhile news organ and encouraging and promoting Texas poultry industry growth. The study attempted to determine if the newspaper influenced poultry industry members to support Texas-Poultry-Federation-sponsored egg law legislation.

All issues of the newspaper from 1956 until 1970 were examined, as well as other literature relevant to the study. Interviews were held with prominent poultry specialists, and a research questionnaire was used.

The poultry industry was not organized until the Texas Poultry Federation was formed in 1965. The predominant legislation enacted during this period was the Texas Egg Law Amendment Three. Finally, this study, although primarily historical and descriptive, seemed to disprove the hypothesis that the Texas Poultry & Egg News influenced its subscribers to support specific Texas-Poultry-Federation-sponsored egg law legislation.

The conclusions were that the newspaper was a worthwhile news organ and should continue to encourage members of the Texas poultry industry to be more conscious of the importance of Texas poultry legislation. Means other than the newspaper should be used to influence Texas poultry industry members to support passage of Texas-Poultry-Federation-sponsored legislation. Finally, the newspaper was closely related to the Texas poultry industry during its most active development during the middle 1950's and continued to be a part of the industry as an affiliate of two Texas poultry groups.

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EFFECTS OF VARIOUS LOGOTYPE STRUCTURES ON ADVERTISING CONTENT RETENTION

Richard Hyde Jack, M.C.
Florida Technological University, 1973
Adviser: M. Timothy O'Keefe

Although the importance of the logotype has been historically recognized and its purpose well defined, it has until now remained largely what one might consider an artistic creature. This approach has left some shortcomings in the minds of some researchers. While many aspects of graphic communications have been studied, the design of the logotype had not been scrutinized for its effect on the recall of associated information.

The purpose of this study was to determine whether different basic designs of logotypes would produce significant differences in recall of company names and product lines previously associated with the logotypes.

A more pragmatic purpose was to establish an order of ease of learning, both of company names and product lines, among the various classes of logotypes.

One hundred ninety-eight college students and one hundred forty-five children served as subjects for experimental testing. They viewed a slide show of logotypes which they had not known before, and were given the name and product of the company associated with each.

The logotypes had been divided equally into five classes: realistic art, stylized art, letters and numbers, functional representations, and geometrics. Four hypotheses were proposed in relation to the subjects and the logotypes. Realistic Art was considered to be the best potential trigger of company names recall, and functional representations to be the best for product lines. It was also hypothesized that there would be no difference between children and adults, except for quantitative level of recall, and that the two classes would persist as the best reminders of information for at least two weeks.

Three paper-and-pencil posttests were made to determine recall: immediate, forty-eight hour, and two-week. The subjects reviewed the slides and selected answers from a multiple-choice questionaire. The resulting data from each test for each subject were between no and five correct answers for each of the five cells, for each of the two answer categories (company and product).

The data were subjected to a two-step analysis for statistical significance. Analysis of variance among the logotype classes was performed to determine if any class did significantly better as a recall trigger. A t-test then compared the hypothesized class to each of the other four classes. The same t-test also compared the mean adult and mean child scores for each of the three time intervals.

All of the hypothesized effects and relationships were statistically confirmed at the .005 level of significance, with the exception of one t-test comparing class means.

The results indicate that realistic art provides a better trigger of company name recall than do the other classes of logotypes; and functional representations provide the best trigger for recall of product lines.

They also indicate that aside from the level of recall, there is no differential between adults and children with respect to recall stimulated by various designs of logotypes.

Implications for businesses include the necessity for determining what the logotype is to do for the company, while offering a set of basic trends from which the search for the best logotype for that company can begin.

Implications for advertising research include the necessity for further investigation of the parameters of effective graphic communication in marketing.

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PRIVACY VS. THE RIGHT TO KNOW: AN ANALYSIS OF THE NATION'S PRIVACY LAWS AND THEIR EFFECT ON THE FREEDOM OF THE PRESS

Robert K. Janis, M.A.
Kent State University, 1974
Adviser: William Fisher

Thirty four states plus the District of Columbia recognize a common law right of privacy, four states recognize the right by statute and four states have rejected the right. The statutes of the four states forbid the appropriation of an individual's name or likeness for commercial or trade purposes without written consent. The common law right is harder to define. In short, the courts in interpreting the common law right of privacy have relied on the following traditional legal principles: (1) Unfair competition, (2) Property rights, (3) Contract, (4) Natural Law, and (5) Constitutional Law.

A publisher of books, magazines, films and newspapers must beware of publishing material that may be considered as being fictionalized or offensive to one's feelings. Material that is obtained by intrusion has been ruled to be publishable if the publisher had nothing to do with the actual intrusion. But material that places an individual in a false light or discloses private miseries that may not be considered as public interest, has been ruled to be an invasion of privacy. Truth is not a defense as it is in libel and slander but the principles of newsworthiness, public figure and privilege do afford a defense. It must also be noted that the plaintiff in any suit must be properly identified within the published material.

Time has been ruled to be important in two cases in determining a definition of a public figure. But most cases in jurisdictions that recognize privacy reject the time element as a factor and determine that once an individual is defined to be a public figure, he is always a public figure.

I ultimately conclude that privacy, as it effects the Freedom of the Press, is unconstitutional.

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PERCEPTIONS OF A MAGAZINE: HOW FOUR GROUPS--READERS, EDITORS, UNIVERSITY ADMINISTRATORS, AND ADVISORY BOARD MEMBERS--VIEW OLD OREGON, UNIVERSITY OF OREGON ALUMNI MAGAZINE

Nicholas Warren Jankowski, M.A.
University of Oregon, 1973
Adviser: James B. Lemert

This study focused on three areas: (1) the basic demographics of the readers of the University of Oregon alumni magazine, Old Oregon; (2) what the purpose of Old Oregon is and should be from the perspective of the alumni and the three magazine-related groups (the editorial staff, University administrators, and Advisory Board members); and (3) how the magazine-related groups perceived the alumni's attitudes toward, and awareness of, Old Oregon.

The findings showed disagreement between the magazine-related respondents and the alumni regarding the purpose of Old Oregon. Further, the magazine-related respondents' perceptions of alumni attitudes and information about Old Oregon were frequently inaccurate.

These findings suggest a need for specifying in greater detail the purposes and goals of the magazine, and for learning more about the interests of the readers in order to better serve them.

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A CATEGORICAL ANALYSIS OF FOOD PAGE SECTIONS IN NEWSPAPERS OF 100,000 OR MORE CIRCULATION

Steven Eldridge Johnson, M.S.
Oklahoma State University, 1973
Adviser: Walter J. Ward

Scope and Method of Study: Due to the controversy in recent years concerning newspaper food sections, the objective of this study was to systematically observe and categorize a representative random-sample of information presented in food sections of 50 newspapers with 100,000 or more circulation selected randomly from across the United States. This study is an in-depth analysis of the frequencies that food news articles occur. These articles included those originating from the Food Industry, Non-Food Industry, and Unidentifiable Sources. The articles pertained to food in connection with the public's health and/or safety and economic needs. Juxtaposing these variables and their levels enabled the investigator to compare the amount of food information, from each level, contributed by each source. The paradigms were analyzed using complex and simple Chi Square probability statistics.

Findings and Conclusions: Analysis indicated that food news is printed across most areas that were heavily attacked by critics for the lack of consumer information. The areas of Cost, Time and Energy Saving seemed well represented in the food sections in this sample. Health information also seemed to be printed by food editors especially in combination with the above economic categories. Safety information was found lacking. Several critics accused food editors of printing a majority of Food Industry Source information; however, as far as the "lay" reader could determine, only a small portion of food news could be labeled Food Industry Source.

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THE RELATIONSHIP OF NEWSPAPER WRITING STYLE AND PERSONAL INVOLVEMENT OF THE REPORTER ON COMPREHENSION, DEPTH OF READERSHIP AND INTERESTINGNESS

Dennis R. Jones, M.A.
University of South Carolina, 1973
Adviser: Henry T. Price

This study attempted to examine effects on readers of two news presentation formulas. Writing Style and Personal Involvement by a Reporter were examined to determine whether the (1) inverted pyramid style or the narrative style and (2) which of three levels of reporter involvement--none, implicit and explicit--resulted in the greatest depth of reading, comprehension and interestingness.

Hypotheses relating to the style variable were based upon studies by Jean S. Kerrick, Galen R. Rarick and Thomas Eugene Shuford. They concluded there was little difference between the two styles of writing. The variable of personal involvement apparently has not been studied before. Hypotheses formulation in this area was based upon historical usage and the "new journalism." Interaction was also predicted.

A four-page booklet containing three control stories and one of the six versions of the experimental story was constructed. University subjects numbering 120 read the four stories and completed three dependent measures. Resulting data were analyzed by multiple factor analysis of variance.

Although data did not support any of the hypotheses, some significant correlations were found. Results of prior studies, the correlations and indicative trends in data of this study suggest these conclusions:

--It makes little difference to newspaper readers which style of writing is employed by reporters.

--First person pronoun identifiers used by a reporter demand a byline to establish credibility.

--The basic difference between the two styles' effect on readers is dependent upon available reading time.

--Newspaper readers rely upon the inverted pyramid style as the means of newspapers information presentation.

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A READERSHIP SURVEY OF THE DENTON RECORD-CHRONICLE

Gregory M. Jones, M.A.
North Texas State University, 1973
Advisor: Reg Westmoreland

The problem of this study was a readership survey of the subscribers to the Denton Record-Chronicle, a small daily newspaper with a circulation of 13,337 that operates in the Dallas-Forth Worth Standard Metropolitan Area. A readership survey in the form of a questionnaire was mailed to 400 randomly selected subscribers to the Record-Chronicle. The study received 200 usable questionnaires from the respondents.

The data revealed that the typical subscriber may be male or female who is fifty years old, who has taken courses on the college level. He, or she, is a person who has been living in the Denton area for ten-to-twenty years and has been subscribing to the Record-Chronicle for at least fourteen years. The subscriber reads the local newspaper regularly and also reads one of the larger metropolitan newspapers. Given a choice, the subscriber will prefer either the Record-Chronicle or the Dallas Morning News as the one newspaper in the area he would subscribe to if only one were available. He, or she, lives in the household with one other person, and is employed in Denton, or is retired, reads accounts concerning state and national news, the local city council, international news, and editorials. Items the subscriber reads least include comics, horoscopes, recipes, club news, and society news.

The conclusions of the study are that the majority of the subscribers feel the main function of the local newspaper is to provide local news, that the subscribers have strong allegiance to the community newspaper, and that the allegiance to the newspaper is stronger among women than men subscribers.

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ADMINISTRATION EDITORS: 1789-1859

John Kalasky, M.A.
Pennsylvania State University, 1973
Adviser: John M. Harrison

Administration Editors serves to identify and biographically review fifteen journalists who were selected by various Presidents during the party press period (1789-1859) to act as official administration spokesmen through the national newspaper medium.

Biographies are presented for the following journalists: John Fenno; Samuel Harrison Smith; Joseph Gales, Jr.; William Winston Seaton; Peter Force; Duff Green; Francis Preston Blair; Thomas Allen; John Beauchamp Jones; Thomas Ritchie; John Osborn Sargent; Alexander K. Bullitt; Robert Armstrong; Alfred Osborn; Pope Nicholson and John Wein Forney.

The introductory chapter describes the nature of the party press era and the function of administration newspapers and editors. The concluding chapter provides summary remarks about the editors as well as an overview concerning the administration newspapers studied.

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THE EFFECT OF TECHNICAL QUALITY DEFICIENCIES ON COMPREHENSION AND SOURCE CREDIBILITY

James A. Katt, M.C.
Florida Technological University, 1972
Adviser: K. Phillip Taylor

The present study set out to examine, empirically, the effects of certain types of poor audio quality on comprehension and source credibility in tape-recorded presentations. Tradition in the audio industry would lead one to hypothesize that a poor-quality production would produce significantly less comprehension than a high-quality production. Although this notion is widely accepted on a subjective basis, an examination of previous research yielded no empirical support for such a conclusion.

The present experiment sought to empirically examine the traditional concepts. An informative presentation was produced in four versions, one containing white noise, another containing hum another, distortion, and a control version which had no quality deficiency. Preliminary research was undertaken to establish levels for the presentation of these treatments that were easily perceivable by the average listener yet not severe enough to mask out the program material.

Four experimental groups were selected at random from available students in introductory communications courses at Florida Technological University. Each group listened to one version of the presentation, after which they were asked to respond to several comprehension questions and a set of source credibility scales. The groups were pre-tested for listening ability and the groups were equalized with respect to this variable. The message, delivery, and speaker were identical in all versions. Environmental variables were controlled by placing each subject into a headphone-equipped cubicle, thus reducing visual and acoustic distractions. Every effort was made to eliminate any outside variables.

The message, delivery, and speaker were chosen to be representative of a typical informative production. The message was clear and the speaker was experienced. The study examined the effect of quality deficiencies in an otherwise well-produced presentation. The most reliable of available means to measure comprehension and source credibility were used. The former was measured via multiple choice questions made up and pre-tested by Educational Testing Service, and the latter was assessed via semantic differential-type scales on the three dimensions of source credibility proposed by Berlo, Lemert, and Mertz.

Analysis of the data yielded no significant differences between the control and treatment groups. Such data may be the result of one of two causes. The first is that there are actually no differences, and the second is that there was some sort of experimental error. Although the absence of experimental error cannot be proved, the probability that a significant error was operant was analyzed and found to be relatively small. The data from the present study, though by no means conclusive, tends to support the hypothesis that quality deficiencies do not have a significant effect on comprehension or source credibility, at least in productions, good in all other aspects, presented to college student receivers.

Future research is, of course, necessary to validate such a hypothesis. Perhaps different independent and dependent variables could be examined. Also, different types of speakers, messages, deliveries, and listeners could be examined. If research of this type confirms the no-effect hypothesis, the quality standards of informative audio presentation will have to be thoroughly reviewed. If future research reveals areas where quality deficiencies do have an effect, these critical areas can be identified and dealt with. In either case, a great deal of future research is necessary. The present study paves the way for this research and effectively begins to point an empirical finger at the subjective traditions of the audio production world.

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THE (LANSING) STATE JOURNAL AS A GANNETT PROPERTY: AN INQUIRY INTO AND EVALUATION OF EDITORIAL PERFORMANCE UNDER GANNETT CO. OWNERSHIP

John Alfred Kaufman III, M.A.
Michigan State University, 1973
Adviser: George A. Hough, 3rd

The study assesses changes in the editorial performance of the State Journal occurring since the Journal was acquired by Gannett Co., Inc., in 1971. Changes in various aspects of news gathering and presentation are detailed. The primary focus of the study is on the newspaper's editorial department; however, a summary of major changes in other departments is included. The study shows that gains in editorial performance have been made through cosmetic changes that improved the newspaper's appearance, a more comprehensive scheme of departmentalization of news, expanded editorial freedom and abandonment of a Saturday afternoon edition in favor of a morning edition. Editorial performance had been retarded because of an earlier copy deadline that has hampered timely coverage of local news; exaggerated use of feature material; cutbacks in editorial department positions; severe erosion of coverage of the affairs of state government; and a breakdown in morale among editorial staffers brough about by authoritarian administrative methods and a lack of inner-organizational communication.

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THE ESTABLISHMENT OF AN ADVERTISING AGENCY IN PADUCAH, KENTUCKY

Sandra A. Kauffmann, M.S.
Murray State University, 1974
Adviser: L.J. Hortin

This study attempts to define and explore the relevant criteria pertaining to the establishment and operation of an advertising agency in Paducah, Kentucky.

The advertising agency is first placed in historical perspective by reviewing the history of advertising and the development of the advertising agency through the modern practice. The economic, social, and legal environments; the organizations, laws, and social concerns, and the economic philosophy underlying the modern agency and United States business are explored. Standards of agency practice, operating policies, management concerns, agency services, and business solicitations are examined.

Actual agency operations in cities between 22,000 and 100,000 were surveyed by questionnaires in an effort to determine the common denominators that function in all agencies.

Finally, the study explored the advertising climate in Paducah, Kentucky by reviewing the economic situation, business climate, available suppliers and personnel, and available resource persons and services. The proposed agency is found to be a feasible proposition for a qualified advertising agent who is willing to undertake such an investment.

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PUBLIC RELATIONS AND THE BLACK COMMUNITY: NEED FOR A NEW APPROACH?

John Day Keeler, M.A.
University of Texas, Austin, 1973
Adviser: Alan Scott

The thesis consists of: (1) a review of the literature relevant to public relations and the black community, with special emphasis on description of the black community as a distinct public and discussion of various techniques used in reaching the black community; (2) a report of findings derived from a mail questionnaire survey of leading, independent public relations firms in the United States regarding their methods of dealing with the black community in the context of their various public relations efforts.

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COMMUNICATIONS TRAINING, EXPERIENCE AND PRACTICES OF COMMUNICATORS SERVING AGRICULTURAL INPUT FIRMS IN IOWA

Charles H. Kelly, M.S.
Iowa State University, 1974
Adviser: K. Robert Kern

Communicators working for agricultural input companies were the focus of this study. The study design was oriented to describing Iowa agricultural input communicators and their environment. To accomplish this, two mail surveys were used to obtain data from communicators working for agricultural input companies. The first sample was sent to 110 communicators and was used to discover which individuals should be included in the second survey. Seventy-three communicators were contacted in the second survey, and 85 per cent (62) responded.

Five hypotheses were used in supplementing the descriptive tasks of this study. The hypotheses dealt with the communications education levels of the communicators in the study, effect of company size on communications efforts and decision making, and perceived effect communicators had of the various communications they produce.

Information obtained in the study indicates communicators are generally well educated, as 84 per cent at least attended college; however, only 21 per cent of the communicators were actually journalism majors.

Communicators seem to be the major decision makers for the companies in developing, producing and evaluating communications. However, company size apparently plays little importance in who the decision maker is.

Communicators in this study tended to rate the effectiveness of a particular communications channel or method positively with frequency of their own use of the method or channel in their communications efforts.

As a whole, communicators declared their present jobs interesting and more satisfying than past positions; they feel that they play a part in major management activities and belong in the high or middle management level of the company.

Four recommendations resulted from the information compiled during the study. The four recommendations are: (1) Communications teachers need to put their insights and teaching skills together for in-service professional short courses for agricultural input communicators; (2) A professional curriculum in journalism should include opportunity (and perhaps requirement) for the undergraduate to serve an internship; (3) a curricula developed specifically for potential input communicators which could be based in journalism and mass communications with supplementation from other specializations, particularly business; (4) Data in this study should permit academic advisers to indicate to students the satisfaction found in this phase of agri-business.

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METACOMMUNICATION IN WRITTEN TEXTS: AN EXPLORATION OF LITERARY TONE

Duncan Hamish Kenworthy, M.A.
The University of Pennsylvania, 1973
Advisor: Larry P. Gross

The premise of this thesis is an insight from Communications theory. Meaning, it proposes, is a product, not of isolated codes, but of situations, of the interaction between a code and the context within which it is functionally set. Applying this insight to literary communication, the thesis investigates some of the processes by which readers extract and interpret non-codal (in this case, non-lexical) information from written texts. How do readers, it specifically asks, assess tonal information, such as irony or sarcasm? This contextual information is defined as "metacommunicative" since it qualifies the codal communication into meaning.

Analysis of the performance of language points up the metacommunicative opportunities of speech interaction, and demonstrates their impossibility in literature. Ways in which literature can be seen to be "performed" are investigated, and the word "tone" in literary terminology is analysed, in an attempt to pinpoint literary metacommunication.

As the thesis's main contribution, a reader-oriented model of literary metacommunication is proposed, and the interaction of its major elements--the text's internal context, its external context, and the reader--described in detail. The process is depicted as a series of cross-decisions between the reader and the two other elements. These cross-decisions have outcomes--positive or disjunctive--which are resolved by the reader according to certain inferred rules.

The implementation of an empirical study, conceptualized within this developed theory, is then described. The external context of a written text is varied in three conditions--Letter, Book and Review--and readers' differing inferences about this text gathered in tape-recorded interviews. The resulting data is analysed in an attempt both to test the theory and developed analytical tools, and to extract some of the rules of literary metacommunication.

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THE HISTORY AND EVOLUTION OF WOMEN'S PAGES IN AMERICAN NEWSPAPERS

Beverly Stephen Koch, M.J.
University of California
Berkeley, 1974
Adviser: Edwin Bayley

This thesis traces the historical development of women's pages from the early 1800's to the present using the New York Times and the San Francisco Chronicle for detailed examples. It then discusses the recent evolution of women's pages into general interest sections using as examples the New York Times, the San Francisco Chronicle, the Los Angeles Times, the Washington Post and the Chicago Tribune. The question of how the changes in women's pages is related to the women's movement is considered as is the possible future of these pages.

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THE COMPUTERIZATION OF GEORGIA'S WEEKLY NEWSPAPERS AND MANAGEMENT EVALUATION OF SPECIFIC EQUIPMENT

Odalie Karen Kromp, M.A.
University of Georgia, 1973
Adviser: Emery L. Sasser

Computerization has been recognized as modernizing all aspects of the business world--from front office jobs to shipping problems. Computers are now revolutionizing the news media; in the area of newspapers specifically computers are available to aid in everything from typesetting and composition to press room problems and truck loading.

This thesis surveyed Georgia's weekly newspapers to determine the extent of computerization among typesetting and photocomposition equipment. By attempting contact with each of the state's weekly newspapers, a representative sample was obtained. Once the extent of computerization was determined,the thesis sought the evaluation of management on their specific equipment installed. The results of the survey were then tabulated and cross tabulated, and selected questions were also tabulated with information gained from secondary research.

As this was an introductory study, much information obtained would be of little use in future studies, but much could be of interest to future researchers, and the thesis attempts to record everything learned from the study in a manner beneficial to other studies. By beginning investigation into the impact of computerization upon weekly newspapers in Georgia, it was hoped the thesis would provide a basis for future studies of the advancement of computerization in the typesetting and photocomposition fields, one small aspect of the chronology of computer-aided printing and news dissemination.

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THE INTERNATIONAL STUDENT IN THE UNITED STATES: A SURVEY OF MASS MEDIA USE AND IMAGE

Cathy Chia-Chang Ku, M.S.
Kansas State University, 1973
Adviser: Robert D. Bontrager

The investigation aimed to study how exposure to the mass communication media affects the foreign student's image of his host country. To collect data on mass media use by foreign students and their image of the United States and to determine the role that the mass media might play in the formation of the image, a survey was made at Kansas State University in the spring of 1972.

The sample consisted of 200 subjects randomly selected from the total foreign student population. The data gathering combined the use of 130 mail questionnaires and 70 personal interviews. Except for open-ended questions, responses were coded and fed into the computer.

It was found that foreign students enrolled at KSU in the spring of 1972 held a generally positive image toward U.S. citizens. During the sojourn, the majority of students changed their image of the host country. When the change occurred, it moved in a more favorable direction with regard to their view of U.S. citizens and it moved in a less favorable direction in the case of attitudes toward the U.S. government and its leaders. Students in the study varied in their exposure to the U.S. mass media. After arrival, use of the mass media tended in general to increase. Major sources of image formation about the host country among foreign students are the mass media of communication. This is especially true before students' arrival.

Although the results are not consistent, there is a correlation between mass media exposure and image/image change. The higher the students' exposure to the media, the more they tended to characterize Americans in less positive terms. The results indicated a strong relationship between mass media exposure and attitude change about the U.S. government and its leaders.

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A STUDY OF THE USAGE OF IOWA STATE UNIVERSITY EXTENSION SLIDE SETS BY TELEVISION STATIONS

Maridel Lessenger Kumbier, M.S.
Iowa State University, 1974
Adviser: John D. Shelley

The Cooperative Extension Service has long sought methods of disseminating information on family living. The research attempts to look at one mass media method--television. A national survey of Extension at land grant universities and colleges gives perspective to the Iowa system of weekly one-minute slide and script sets. Specific usage of the sets were examined by (1) hosts/hostesses who programmed the material sent to them and who were interviewed personally by the researcher, and (2) by use of correlated mailed questionnaires to television station program directors who scheduled use of the Extension materials.

Originally the slide sets were designed to fit into stations' public service announcement time, but most hosts/hostesses receiving them were assigned longer time periods (5 minutes to 30 minutes) by their program directors. Also, program directors tended to view extension information as "rural" or "news" oriented and scheduled it into time segments appealing to the homebound wife (usually noon).

Interview and questionnaire responses showed major differences of opinion between hosts/hostesses and program directors in the method of presentation and adaptability of sets to other uses. In general, hosts/hostesses (some were Home Economists) were more satisfied with the sets because they were adaptable for other purposes (such as face-to-face meetings) while program directors were concerned with only broadcast uses. Thus, the latter tended to be more open to change and prefer other methods such as film (to utilize the motion aspect available through television).

Since program directors had the major control over the possible broadcast of material, their opinions were held in priority by the researcher, but because of costs involved, a rotation system was suggested (as an alternative), keeping in mind that technological development might produce lower costs and make motion methods more feasible in the future.

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ADVERTISING CREATIVE RESEARCH: THE PRESENT STATE OF THE ART

Thomas Robert Kuykendall, M.A.
University of Texas, Austin, 1973
Adviser: William A. Mindak

The concept of creative research is defined and then challenged by William A. Mindak's "concepts required for today." The author then interviews the Research Directors at the twelve largest advertising agencies leading into a discussion of just what is happening in creative research at these agencies. The conclusion compares the present "state of the art" in the subject area with Mindak's challenges and concepts. The author makes a final note that researchers are using only more sophisticated tools of yesterday to do the jobs of today.

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HOTLINES: TELEPHONE COUNSELING MEDIA

Elizabeth Lander, M.A.
University of Texas at Austin, 1974
Adviser: Ernest A. Sharpe

The telephone's importance as a communication medium and hotlines' importance as telephone counseling media were the controlling theses. A national survey of 133 hotlines found: (1) more females call; (2) the national average of monthly calls; (3) the rank order of days of the week for frequency of calls; (4) most calls received from 8:00 P.M. to 1:00 A.M.; (5) a categorization and rank order for frequency of 86 problem areas; and (6) the subjects believed urban pressures related to hotline use and these pressures were reported.

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THE IMPACT OF A FREE-TIME PUBLIC SERVICE CAMPAIGN ON ATTITUDES TOWARD POPULATION ISSUES

James C. Lange, M.A.
Pennsylvania State University, 1973
Adviser: Arthur M. Barnes

Attitudes toward population issues and family size preference were measured in three college-dominated Central Pennsylvania communities using five-celled Likert-type items. A free-time public service campaign for Zero Population Growth, consisting of ten radio and three television commercials, was aired on all local stations serving the experimental community.

It was hypothesized that the change in attitude in the experimental community would be more favorable (or less unfavorable) than the differences in the control communities as a result of this treatment. The differences observed were in the expected direction, but not significant. Significant positive shifts were discovered in recognition of the ZPG organization and in the number of people who had encountered the topic of population growth through radio and through conversation with acquaintances.

Free-time public service announcements are recommended to public interest groups despite the lack of significant attitude change on the basis of significant increases in secondary measures of advertising effectiveness, such as product recognition and response rate, and low cost.

The influence of demographic characteristics on individual attitude scores and the percentage distributions of each Likert-type item are discussed in terms of suggestions for subsequent public service campaigns for Zero Population Growth.

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A COMMUNITY IMAGE STUDY OF THE MENNINGER FOUNDATION

Jean Lange, M.S.
Kansas State University, 1973
Adviser: Robert D. Bontrager

The Menninger Foundation is a non-profit institution for prevention, treatment, research and education in psychiatry situated in Topeka, Kansas.

The activities of Drs. Karl and Will Menninger during World War II and their subsequent work in the field of psychiatry brought great prestige to The Menninger Foundation, so great that it prompted Walter Cronkite to speak of it as the psychiatric capital "Half a world away from Freud's Vienna."

But despite continuing national publicity and prestige, the image in the community has been a disputable one. Therefore, the purpose of this study was to obtain a sample opinion of a number of myths about The Menninger Foundation to provide information which the public relations office could use to plan and evaluate information programs in the community.

A sample of 294 households in the Topeka community was selected, and 84 per cent of these households were successfully interviewed. The sample was determined with a precision set for estimates of six per cent tolerable error with confidence that the estimates are reliable in 95 samples out of 100. A sampling technique of random housing units was determined, using census data from 1970 as the base information.

Interviewers were conducted during a one-week period in mid-September by three interviewers, including the author of this study.

That The Menninger Foundation enjoys a high degree of prestige in its own community certainly was indicated by the findings of the study, particularly when one considers the high level of knowledge about the Foundation evidenced by the persons interviewed.

The only question about which there was major confusion was in reference to the tax status of the Foundation. Individuals in the community were very unsure as to whether the Foundation paid taxes on all of its land, and they strongly felt the Foundation should have to pay taxes "similar to those of any ordinary business."

The findings also suggested that persons who knew someone who had been treated at The Menninger Foundation were more willing to go there for help, but such personal contact seemed to have no effect on or relationship to attitudes or knowledge about specific services.

A statistical analysis showed that as a person's income rose or as his education increased, he was more likely to have a greater knowledge of Foundation services. However, this correlation did not hold with age.

The study also indicated that Topekans saw the Foundation as a wealthy place for wealthy people, and did not view it as a community institution in the sense that they believed most patients came from outside the Topeka area and that "many movie stars had been treated there."

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NUTRITION: TELEVISION'S FRUIT-LESS IMAGE A CULTIVATION ANALYSIS OF CHILDREN'S NUTRITIONAL KNOWLEDGE AND BEHAVIOR

Frederick Albert Leaman, M.A.
University of Pennsylvania, 1973
Adviser: Larry Gross

This study analyzed the relationships existing between children's knowledge of nutrition, their nutritional behavior, and their exposure to television. Three basic questions were asked: (1) What foods do they eat for, and between, meals? (2) What is their general and specific knowledge of nutrition? and, what is the source of this knowledge? and (3) What are their feelings about advertising? and, are they overtly influenced by food advertising?

Based on a formula that gives a single numeric value to different foods, responses to these questions were analyzed objectively.

The method use was self-report via questionnaire.

The data indicate that the nutritional value of the children's diets varies inversely with television exposure, those watching the most television having the poorest diets. There is a similar relation between nutritional knowledge and television exposure.

The majority of the children have positive attitudes toward advertising. Most of the commercials they spontaneously recall are food ads. They are able to distinguish advertised foods that are 'good' for them from those that are not. Furthermore, the majority of the children believe that advertisers would try to sell foods that are not good for them. In spite of this belief, and in spite of their ability to distinguish foods of different nutritional value, the foods they request, and those they purchase independently are those they know are not good for them. This behavior is particularly characteristic of the children who watch the most television.

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IMAGE OF MEXICAN AMERICANS IN SAN ANTONIO (TEXAS) NEWSPAPERS: A CONTENT ANALYSIS

Sylvia Anne Lee, M.A.
University of Texas at Austin, 1973
Adviser: Ernest A. Sharpe

This content analysis of San Antonio (Texas) daily newspapers compared the local news roles of Mexican Americans and Anglos with U.S. Census data on San Antonio ethnic groups. Articles were coded for ethnicity on the basis of surnames appearing. Twelve occupational roles were compared with census data on occupations. Fourteen social roles were compared with census data on family income, and with an earlier study of news roles and income. In most occupational categories, Mexican Americans were shown less often than they actually appeared in occupational groups. In social role categories, they were shown less often than was expected from economic indicators.

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DOING TIME

Phyllis D. Elperin Lehrman, M.A.
University of Iowa, 1973
Adviser: Malcolm S. MacLean, Jr.

There was a time when a person's guilt was determined by whether or not that person could feel pain when his tongue was branded. Although prison conditions have improved dramatically since then, problems still exist. These problems are often covered up by prison officials or ignored by the public. The public's ignorance is part of what allows unfair practices to continue. I decided to investigate some of these problems.

The problems in men's prisons have been receiving publicity recently. Therefore, I chose the State Reformatory for Women in Dwight, Illinois, as the topic for this thesis. David Fogel, Acting Director of the Illinois Department of Corrections, gave me permission to enter the prison.

The thesis is not a 200-page report of a scholarly study. It is a creative study containing ninety-four photographs. The text consists solely of excerpts from interviews which I conducted with thirty-one inmates and nineteen staff members. To select the inmates to interview, I took a list and chose every fifth woman. Some administrators suggested an additional four women whose names did not appear on my list. Periodically, an informal talk with an inmate would result in an interview.

It was my intention to do a study of an institution which was in need of change. However, at no point in the thesis do I state my findings. The photographs and the excerpts speak for themselves. It is up to the reader to draw his own conclusions.

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A STORY OF PRESS FREEDOM IN SOUTH AFRICA

Joyce Levy, M.A.
North Texas State University, 1974
Advisor: Reg Westmoreland

The problem of the study was to analyze conditions and problems of the South African press, including effects of apartheid legislation on the free flow of information. The method of research was mail questionnaire to editors of twenty-two South African daily newspapers.

The study showed that the South African press is restricted by legislation, and additional laws are expected. Other information from the study includes: at least four main laws impede the free flow of information, the press has ready access to government officials, Die Burger and The Star are considered the most influential newspapers, and Prime Minister Vorster's recent advice that the press "put your house in order" seems aimed largely at key English-language newspapers.

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MAGGIE HIGGINS

Kathleen Kearney Lewis, M.A.
University of Maryland, 1973
Advisor: Carter R. Bryan

Pulitzer-Prize-winning Marguerite Higgins pushed, drove and shoved her way to the top in a male-dominated profession. As an outstanding foreign reporter, war correspondent and columnist in the highly competitive field of journalism, she proved a winner, despite the handicap of her sex. The qualities that made her successful and exceptional are discussed in terms of her life experiences and the ultimate achievement, despite obstacles, of the success and recognition she sought as a journalist. The newsgathering problem solving and the frustrations of reporting and interpretation that she experienced seem timelessly applicable to journalism. This account of her development as a journalist and the significance of her contributions is not definitive. As a cursory review, it suggests some answers to the questions of "What made Maggie run?" and "What was the significance, if any, of those made-on-the-run contributions?"

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ANOMIE AND MASS MEDIA USE AMONG THE ELDERLY

Allen Lichtenstein, M.A.J.C.
University of Florida, 1974
Adviser: John L. Griffith

A survey of 42 elderly persons showed considerable utilization of mass media by the respondents, for both information and entertainment purposes.

Anomie was negatively related to amount of newspaper use, educational level and household income. Educational level was positively related to amount of newspaper and magazine use, television news viewing and newspaper editorial page readership. Household income was positively related to amount of newspaper and magazine use, and newspaper editorial page readership.

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THE LEGAL PROCESS THROUGH WHICH FREEDOM OF PUBLICATION BECAME CONSTITUTIONALLY ACCEPTED DOCTRINE

Walter Edwin Lietzen, M.S.
University of Kansas, 1973
Adviser: Del Brinkman

Present problems that involve freedom of the press may be seen in their constitutional perspective through judicial interpretation of the term "liberty" by the Supreme Court of the United States.

This thesis examines historical documents of the colonial and constitutional periods of the United States and traces the judicial concept of liberty until the Supreme Court interpreted liberty to include freedom of the press in 1925.

The study is concerned only with the constitutional doctrine of protection of personal liberty against unreasonable social control as this liberty was interpreted until it applied to freedom of publication.

A major part of the thesis traces the legal steps in the process of determining that freedom of publication was a liberty protected by the Fourteenth Amendment and a liberty that a state may not abridge.

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NEWS BIAS: PERCEIVED AND IDENTIFIED BY PROFESSIONAL REPORTERS AND AUDIENCE MEMBERS

Julius I. Litman, M.A.
The University of Pennsylvania, 1973
Adviser: Robert Lewis Snayon

This study sought to analyze the perception of television news bias by lay audience members and by professional television news producers. To this end, television news personnel were interviewed generating a list of twenty-one guidelines for television news reporting. Examples of television news stories were then selected and shown to three panels. The first panel was composed of those news personnel from whom the researcher obtained the guidelines. The other two panels were composed of audience members. One of these audience panels was told, and had explained to them, the guidelines obtained from the news personnel, the other panel was not informed of any guidelines. All three panels were shown the examples and asked whether there was bias in each example, and if so, what the cause of the bias was.

We found that our professional panel showed great internal consistency, but that is rarely agreed with our two audience panels. Our audience panels showed less internal consistency, but were more often in agreement with each other. The audience panels were rarely in agreement with the professional panel.

We concluded by noting that the responses of our professional panel can be explained as a consequence of the present administration's attempts to discredit and muzzle network television news.

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CHILDREN'S LEARNING OF CONSUMER SKILLS WITHIN THE CONTEXT OF TELEVISION PROGRAMS

Maria-Elena A. Loebel, M.S.
University of Wisconsin, 1974
Adviser: Steven H. Chaffee

In today's consumer-dominated marketplace it is becoming more apparent that there exists a need to teach consumers, more especially children, the principles of rationally coping with consumer decision-making. However, before such teaching programs are possible, it is important to understand how children are presently learning the skills of consumption.

This thesis examines one small portion of a child's learning process--the possibility of incidentally learning the skills of comparison and differentiation from information built into television programs. In considering previous consumer socialization research it was found that both children and their mothers felt they were learning cultural skills from television programs, though not intentionally seeking such information. The information was gained while watching television solely for enjoyment.

The problem was examined using a highly controlled experimental design. The procedure involved having a child watch a television program with two other children of the same age and sex. There were two treatment groups--Experimental and Control. Both groups saw two short films with three new brands' commercials included in the format. The Control's saw cartoons, while the Experimental's saw films demonstrating comparisons within the story line. While the children were watching the television, attention measurements were taken. After the program, each child was interviewed and asked questions on how he would compare the new brands with more familiar brands. The child was told that none of the interview procedure was to be considered a testing situation.

The experimental design had three basic controlled dimensions--treatment group, age (first, third and fifth graders to check for developmental trends) and sex. There were twelve cells of six children each--totaling 72 children. There were eight no-shows, so 64 children were actually interviewed.

Though no significant results were obtained concerning the major experimental procedure, some interesting trends were noted. Developmentally, there was a definite performance break between the first and third graders. It also appears that attention was a confounding factor in the results when statistically examining the differences between the two treatment conditions.

In conclusion, it is felt that learning unintentionally may have been occurring during the session but that attention levels should have been more carefully controlled and that questions on learning must be designed for each age group separately.

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THE FIRST AMENDMENT ON THE CLASSIFIED PAGE: COMMERCIAL SPEECH AND THE 1973 SUPREME COURT

Barbara A. Lonnborg, M.A.
University of Wisconsin, 1974
Adviser: Patricia Yodelis

The study included a legal analysis of the 1973 Supreme Court decision, Pittsburgh Press v. Pittsburgh Commission on Human Relations et. al. (403 U.S. 376) and its role in the development of commercial speech doctrine and the First Amendment. Beginning with a 1942 case, Valentine v. Chrestensen (316 U.S. 52), the Supreme Court has ruled that purely commercial advertising was outside the scope of First Amendment protection. The study traced this commercial speech doctrine through First Amendment cases in the Supreme Court, concluding with Pittsburgh Press in which a 5-4 majority ruled that Pittsburgh's newspapers could not run employment want ads under separate column headings designated by sex. The Press argued that the headings were constitutionally protected editorial speech. The court majority, however, ruled the column headings were examples of pure commercial speech because of their proximity to the employment advertisements.

The study examined classified advertising and help wanted advertising litigation in lower federal and state courts, the Supreme Court briefs filed in the Press case, oral arguments before the Pittsburgh Commission on Human Relations and the Supreme Court, and the two state court decisions on Pittsburgh Press. Also examined were some examples of press, judicial and administrative reaction to the Press decision.

The study concluded that prior to Pittsburgh Press, the Supreme Court used a financial motive test to determine whether speech was commercial or constitutionally protected. In Pittsburgh Press, however, the Court used a content test (the outward form and appearance of the speech) to determine commerciality. Secondly, the study concluded that Pittsburgh Press appeared to reduce the scope of First Amendment protection for commercially related speech and might threaten further governmental regulation of quasi-commercial aspects of newspapers.

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PUBLIC RELATIONS IN IRAN: PAST AND PRESENT

Khosrow Lotfipour, M.S.
Iowa State University, 1974
Adviser: J. K. Hvistendahl

The study was of the practice of public relations in Iran. Concepts of public relations held by practitioners about their roles and functions in Iranian Institutions were obtained through correspondence with the public relations personnel and heads of the organizations.

The study is in two parts: The first

involves a study of the general functions of public relations offices and how public relations was created in Iran. The second phase involves analysis of the functions of public relations of selected government and non-government organizations.

The evidence showed that the directors have limited knowledge of public relations in the broad sense. They conceive of their role as providing routine favors, promoting the sales of goods, and providing the press with routine news releases about the activities of their agencies.

Finally this study suggests recommendations for solving problems and improving the practice of public relations in government and non-government agencies in Iran.

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A CONTENT ANALYSIS OF GOOD HOUSEKEEPING'S SHORT FICTION FROM NOVEMBER 1972-OCTOBER 1973

Barbara Derrick Lugenbeel, M.A.
University of South Carolina, 1974
Adviser: Perry Ashley

This study attempts to determine if fiction as it appears in Good Housekeeping has a recognizable story pattern. In making an analysis of a twenty-four story sampling it was apparent that there were striking similarities in Good Housekeeping stories.

The story analyses confirm that there is a recognizable story pattern which incorporates poetic justice. Many times the self-sacrificing female is seen as receiving recompense for her selflessness with all stories ending in contentment for the female who denies herself for others.

The findings justify the accusation of many female readers who declare that the magazine provokes a guilt complex within them. The role of wife and mother is lauded, with little consideration for the female who desires an identity outside the home.

Three different samplings were taken, one which included the short-length (2,500 words each) and the full-length story (5,000 words each); a second sampling of the short shorts only; a third of the full-length only.

A comparison between the short short fiction and the full length fiction was made which resulted in findings that the full length Protagonist appears to be the more liberated of the fiction heroines with 50% of the goals egoistic in nature.

Aside from this determination it was confirmed that Good Housekeeping has maintained its original thrust as a self-help periodical to the homemaker. This confirmation was made by isolating the problem and the goal of each Protagonist. Findings revealed ninety-two percent of all Good Housekeeping problems were psychological thereby offering close reader identification with a Protagonist who was attempting to mature emotionally.

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NEWSPAPER REPORTING AND INTERPRETATION OF PRESIDENT NIXON'S STATED POLICIES ON INTERNATIONAL AFFAIRS

George Mortimer Lunsford, M.A.
University of Georgia, 1974
Adviser: Albert L. Hester

The thesis examines the coverage of presidential statements on international matters for a five-month period by six leading newspapers: New York Times; Washington Post; Los Angeles Times; Christian Science Monitor; Chicago Tribune; and Washington Star-News. Newspaper coverage was evaluated for: extent and prominence of coverage; accuracy; distortion; overall attitude toward presidential statements; and delineation among information news articles, interpretive news articles and editorials.

In the context of the limited data sample, the thesis concluded: (1) The newspapers provided generally adequate coverage. (2) Coverage was accurate without exception. (3) Distortion was minimal--there were six examples of slight distortion out of a total of 105 articles. (4) With four exceptions--analytical articles published as informational news--there was a clear delineation by type of article. (5) Editorial and analytical opinion for the articles examined, leaned in the aggregate toward the presidential statements and policies.

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A PORTRAYAL OF PUBLIC OPPORTUNITIES FOR DECISION-MAKING IN TELEVISION: A CONTENT ANALYSIS OF MASS PERIODICAL ARTICLES CONCERNING TELEVISION

Barbara Ellen Lustig, M.A.
The University of Pennsylvania, 1973
Advisers: Klaus Krippendorff
Robert Lewis Shayon

This study explores the relationship between the mass media and the social problem of corporate domination of America. It is argued that the media help to perpetuate corporate domination by conditioning the public -- through their selective portrayal of the public's behavior -- to assume the passive, recipient role in societal decision-making that is complementary to American industry's active role.

A content analysis of public responses to television contained in magazine articles written in 1960 and 1970 confirmed that passive behavioral models were most often presented to the public. Passive viewing behavior was the modal response, accounting for 48% of the public responses to TV in 1960, and 42.2% in 1970.

Feedback responses to the TV industry, government, sponsors, and pollsters accounted for only 13% of the reported actions in 1960 and 9.3% in 1970. Considering only feedback responses in which the public sought to responsibly influence or change television, this percentage dropped to 3.7% in 1960 and 7.8% in 1970. Meaningful forms of participation in TV -- preparation of program content and format, and speaking out freely on camera -- accounted for only 8.5% of the responses in 1960 and 19.2% in 1970. These forms of public participation were limited largely to the educational stations.

The significance of these results is discussed in terms of the experimental literature on observational learning. Experimentation suggests that people can learn, and will imitate, the behavior of models to whom they are exposed in visual, oral, or print media. If the media therefore expose their patrons to predominantly passive models of public behavior, they will presumably increase the incidence of passive public behavior, permitting such phenomena as the corporate domination of America.

The human interest story, incorporating variables known to enhance observational learning, is proposed as a reporting format to increase public participation in societal decision-making.

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HOW THE NEW YORK TIMES AND PRAVDA COVERED SELECTED EVENTS OF THE 1972 SUMMER OLYMPICS

Monte C. Mace, M.S.
University of Kansas, 1973
Adviser: Calder M. Pickett

The 1972 Summer Olympics, especially the kidnaping and killing of members of the Israeli sports delegation, attracted wide attention in the world's press. Among the newspapers that covered the games were the New York Times and Pravda. Their correspondents saw many of the same events, and yet their reports often differed.

This thesis examines and compares the coverage by the Times and Pravda of selected events of the 1972 games. The major sources for the study were the two newspapers. Other sources were works about the Soviet and American press systems and the history of the Olympic games.

A point raised in the thesis is that although the coverage by Pravda was distorted, the distortion was not so severe as might have been expected.

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AN EXPOSITION OF THE PROGRESSIVE COMMUNIST

John Patrick Maher, M.S.
University of Kansas, 1974
Adviser: Calder M. Pickett

The Progressive Communist was the monthly organ of the utopian socialist Progressive Community at Cedar Vale, Kansas, in 1875. The community was composed of American Spiritualists and Russian Materialists, and it later split along these ethnic and ideological lines. The utopian socialist movement had ended essentially by 1850, but the community's journal of opinion briefly continued the propagation of the movement's ideals and rhetoric and also provided information and analyses of events inside and outside the community.

This thesis is a history of the Progressive Communist told through the words of the paper itself. Background on the post-Civil War United States, utopian socialism, and the Progressive Community is provided for perspective. Topics of community interest found in the paper and examined in this exposition include communism, religion, education, health and hygiene, social questions, labor and capital, economics and politics, and poetry and drama.

Some of the articles in the Progressive Communist were vaguely prophetic, although what they prophesied came true many years later, not in the United States but in Russia, where a revolution erupted and a society was transformed under a less "utopian" and more "scientific" type of socialism.

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POLITICS, THE PRISON, AND THE PRESS: A CASE STUDY OF THE SMALL-TOWN, POLITICAL PRESS IN AUBURN, N.Y., AND OF THE TREND TOWARD GREATER POLITICAL FREEDOM IN AMERICAN JOURNALISM, 1825-1840

Charles William Maier, M.A.
Syracuse University, 1973
Adviser: Catherine Covert

By comparing two similar incidents that embroiled Auburn, New York, in controversies over the management of the Auburn State Prison in 1826 and 1839, "Politics, the Prison, and the Press" offers one case study supporting the contention that there was a journalistic trend toward editorial independence from political parties, even among the established party newspapers, following the American introduction in the 1830's of the politically independent penny newspapers.

The study of the Auburn press helps to fill a gap in journalistic historical research by concentrating on the non-metropolitan press. Historians have tended to focus on the press in the major American cities.

The first Auburn incident under study was precipitated by the illegal whipping of a pregnant female convict and by her later death. In reporting this incident, the Bucktail Cayuga Patriot, the political newspaper closely aligned with the party of the prison administrators, defended the prison discipline and argued that prison guards had an almost unlimited right to command immediate obedience from the convicts upon pain of the lash. In adopting this line of argument, U.F. Doubleday, the Patriot editor in 1826, appeared motivated by political partisanship.

But during the second incident in 1839, another Patriot editor, Willet Lounsbury, took an aggressive lead in correcting what he perceived to be abuses in the prison discipline--despite the fact that his Democratic Party had appointed the prison administrators. That prison controversy reached its peak shortly after the death of a sickly prison inmate who had been harshly treated by the prison agent and keeper, Elam Lynds. Since Lounsbury's independent court throughout the controversy of 1839 could not possibly have helped his Democratic Party's political fortunes, the thesis attributes Lounsbury's independence to a deep interest in prison reform--an interest that took precedence over his loyalty to the Democratic Party. The comparison of Doubleday's prison reporting of 1826 with Lounsbury's reporting of 1938 points to the development of the journalistic trend toward greater political freedom.

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I. F. STONE: AN INDEPENDENT JOURNALIST'S EARLY DISSENT ON THE VIETNAM WAR, 1961-1965

Michael Manley, M. A.
Michigan State University, 1973
Adviser: W. Cameron Meyers

This study examines independent journalist I. F. Stone's coverage of the early years of the Vietnam war and compares his reportage with that of the "establishment" press. The two-fold purpose of this thesis is to study the first American journalist who was outspokenly critical of U.S. involvement in Southeast Asia and, by so doing, point out some of the failures of the national news media in adequately informing the public about the longest, costliest, and most tragic war in American history.

Stone was editor, publisher, and sole reporter of his one-man publication, I. F.

Stone's Weekly, a four-page journal of fact and opinion published in Washington from 1953 until his retirement in December, 1971. The study covers the early period of growing American involvement in Vietnam, from the beginning of President John F. Kennedy's administration in 1961 until March, 1965, when President Lyndon B. Johnson ordered the sustained bombing of North Vietnam. During this time, American ground combat forces increased from 685 to over 20,000.

Stone's reportage is examined along with that of three of the largest and most influential members of the print medium, the New York Times, and weekly news magazines Newsweek and Time. These three were chosen because of their national impact on public opinion and because each had a correspondent in Vietnam during the early years of the war and, therefore, should have had more accurate first-hand information than those newspapers and magazines that covered the war exclusively from Washington. Editorial opinions of the war are examined closely and compared with Stone's. All reportage is examined and analyzed in light of the Pentagon Papers, which serves as a major source in this study, and other public documents.

During this period, Stone was the lone dissenting voice on Vietnam in the American press. As early as 1961 he urged complete U.S. withdrawal from Southeast Asia and warned that the present policy of intervention, unless halted, would lead to a major land war involving the United States. The national press at this time was unanimously united behind the policies of Presidents Kennedy and Johnson and, as a result, became a willing and often eager tool of the government. There were no dissenting editorial voices and little investigative reporting. Stone and the national press differed sharply in their coverage of such major events as the coup against South Vietnamese President Ngo Dinh Diem, the Buddhist protests, the Gulf of Tonkin incident of 1964, and the U.S. State Department White Paper of March, 1965, which sought to fix the responsibility for the war on outside intervention by North Vietnam. The difference in the reportage came about because Stone was the only journalist to probe beyond government handouts, official papers, and briefings to seek the truth about the war. Refusing to take government spokesmen at their word, Stone sought out the findings and opinions of independent scholars of all nations, foreign journalists, and the handful of Congressional dissenters. He also poured over official government reports, congressional testimony, and other documents. As a result, he caught the government in numerous contradictions and many outright lies as it sought to justify its policy. His detailed dissections of the Gulf of Tonkin incident and the 1965 White Paper have become classics in investigative reporting.

Stone's journalism during the early years of Vietnam was in the best tradition of the American free press. If other larger, more established institutions of the press would have demonstrated the same independence and courage, the war in Vietnam might not have lasted for more than a decade.

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TELEVISION AND THE POLITICAL PROCESS IN MEXICO CITY

Enrique Leon Martinez, M.A.
University of Wisconsin, 1974
Adviser: John T. McNelly

The focus of this study is the impact of a specific medium of mass communication on the political behavior of the people of Mexico. Specifically, this investigation directs its attention to the perceived impact of television political propaganda among the inhabitants of Mexico City.

The rationale of this study is grounded on the following basis: during the last congressional elections held in Mexico in July 1973, television was used as a new element of political propaganda and political information dissemination. Therefore this writer undertook the study of the role that this new medium of political propaganda played in these elections. This research attempts to explore, if not to test, some hypotheses that could be useful to political communication research in Mexico.

A pivotal question in this research is whether this new way of political propaganda has influenced the voting behavior of Mexico City's inhabitants during the election day of July 5, 1973. And how were the reactions among the different strata of the city concerning the electronic political propaganda on the Federal Congressional elections of 1973.

This research will investigate relationships of some socio-economic, political and mass media variables with the focal variable, perceived influence of television political propaganda on voter turnout. We will also study the impact of the latter variable on political behavior of Mexico City's inhabitants.

The data for this study represent personal interviews with a probability sample of 354 adults, heads of households and spouses in Mexico City, Mexico, in July 1973.

To my knowledge no research has been conducted in this area, despite the fact that television and political behavior are two factors that seem to play a crucial role in the future of this country.

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RUNNING ON THE FENCE: RALPH McGILL'S STRATEGY IN FIVE CIVIL RIGHTS CRISES

Carolyn Ann Marvin, M.A.
University of Texas, 1974
Adviser: DeWitt C. Reddick

Ralph McGill was editor of the Atlanta Constitution, one of the most influential newspapers in the South, from 1938 to 1960, and publisher from 1960 until his death in 1969. This study analyzes his editorial treatment of five Negro rights crises, evenly spaced over the period, as the response of a white Southern moderate. The analysis shows (1) how McGill's views about the just accommodation American society should make for its Negro citizens changed over the years, and (2) that he believed progress in race relations could only be made by upholding the social consensus in its institutional manifestation as law, while urging a radical change of heart.

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A HISTORY AND ANALYSIS OF FEMINIST PERIODICALS

Anne D. Mather, M.A.
University of Georgia, 1973
Adviser: Albert L. Hester

The current women's liberation movement has produced hundreds of periodicals in the years from 1968 to 1973. The purpose of this thesis was to produce a detailed history of these periodicals and to analyze their unique or characteristic features, modes of operation and--to a limited extent--contents.

The project had several stages. The first was the compilation, circulation and analysis of a 15-page questionnaire, which was completed by the editors or staff members of 60 periodicals. Two other stages were the study of approximately 150 such publications and interviews or correspondence with editors or staff members of numerous other publications. The final stage was the preparation of a list of all known current women's liberation periodicals.

The study revealed that feminist periodicals are usually run by women on a collective basis with an absence of titles and, usually, salaries. Feminist publications' primary unique features are their non-sexist advertising policies and their emphasis on reader participation. Other characteristic features were the collective editorial (one written by the entire staff, rather than an editor) and the free listings of other feminist periodicals.

The limited content analysis revealed the favorite themes of non-fiction articles to be: feminist criticism and review of the arts, current news of and about the women's liberation movement, and women's history. On the other hand, some of the major preoccupations of traditional women's periodicals--fashion and beauty--were completely ignored in the feminist press.

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JOURNALISM STUDENTS: THEIR DISPARATE SOCIAL-POLITICAL ATTITUDES AND READING HABITS

Bette Wyn Oliver Matlage, M.A.
University of Texas at Austin, 1973
Adviser: Robert Kahan

A disparity was indicated in a comparison between self-designated and actual social-political attitudes of 83 journalism students at The University of Texas at Austin. The self-designated responses, obtained when the students were asked to designate themselves as either conservative, liberal, radical, or other, included: 15 conservative, 53 liberal, and 2 radical. Responses taken as indices of actual attitudes, obtained from a standardized survey called the New Left Scale, included: 46 conservative and 37 liberal.

The students' reading habits among periodicals, which were classified on a conservative-radical scale, more closely reflected actual attitudes than self-designated attitudes.

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MASS COMMUNICATION AND FAMILY PLANNING IN SRI LANKA

Lansage Piyasoma Medis, M.A.
California State University, Northridge, 1973
Adviser: Kenneth S. Devol

This study explores the possibilities of an expanded mass communication program for family planning in Sri Lanka, to include a public information strategy directed at newspapers. Generally, response to mass media differs from individual to individual, society to society and country to country. Response is also influenced by the individual's beliefs, customs and values. Motivation to adopt a new concept like family planning may take various forms in different countries.

Specifically, in a traditional society such as Sri Lanka, family planning is considered a new phenomenon. Therefore, in order to organize the public to accept and practice family planning, it is first necessary to provide the people with information about this new concept.

Before the strategy is put into operation, it is necessary to survey the knowledge, attitudes and practices of the people of Sri Lanka towards family planning. This is to determine the operational level of the mass media campagin. At present, population increase is an alarming problem in Sri Lanka. The most appropriate way to reduce its effects on health and overall socio-economic development is to make family planning an incidence of daily life through mass communication programs.

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THE FORMATION, DEVELOPMENT AND OPERATION OF RADIO FREE EUROPE

Jerry M. Medley, M.A.
Pennsylvania State University, 1973
Adviser: Robert M. Pockrass

The object of this study was to trace the development of Radio Free Europe from its inception in the late 1940's to its operation in 1973. Special consideration was given to the social, political and economic forces of post World War II Europe which provided an environment conducive to its formation.

Attention was focused upon Radio Free Europe's influence on its target audiences in Hungary, Poland, Czechoslovakia, Rumania and Bulgaria, with an added emphasis on the organization's role in and responsibility for the Hungarian uprising of 1956. The significance of this political event and its relationship to Radio Free Europe's stated purpose and role was noted and examined also. The fact that the Hungarian uprising of 1956 was a watershed in FRE's history was outlined, noting the organization's operational policy prior to and after the uprising.

The methods of funding Radio Free Europe and its various activities were also discussed. This included the publicly advertised Crusade for Freedom and the (more secretive) Central Intelligence Agency.

Finally, the operation of Radio Free Europe in 1973 (as compared to its early operation and program efforts) was discussed, with emphasis on the organization's changing purpose and role (vis a vis the recent period of political detente and peaceful coexistence with the Russians) in the field of international communications and propaganda.

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MINORITY-GROUP PARTICIPATION IN COMMERCIAL TELEVISION PROGRAMMING: A CASE STUDY OF THE WPVI-TV EXPERIENCE

James L. Merriner, M.A.
The University of Pennsylvania, 1973
Adviser: Robert Lewis Shayon

This study offered an historical and political analysis of a classic example of the intervention of citizens' advocates in the public regulation of broadcasting. In 1970 a $147-million multiple-station sale between Triangle Publications, Inc. and Capital Cities Broadcasting Corporation was blocked by public protests. The negotiated settlement unprecedentedly awarded minority-group representatives in three cities an annual fund to produce their own programming for airing over commercial VHF stations in prime time.

Data from public and private documents, published studies, and personal interviews were used to analyze the negotiations behind the settlement, the activities of the WPVI-TV (Philadelphia) minority programming board, and the larger context of the regulations of the national television system.

The negotiations, led by national broadcast reform organizations, were deflected from "trafficking" -- the issue that generated the challenge -- to issues of minority programming. The subsequent WPVI-TV minority board failed to produce programs or attain decisional influence in station operations, within the terms provided by the agreement.

Examination of four "critical incidents" identified the board's institutional disabilities as a lack of prior, indigenous protests against television, the pursuit of hidden agendas, organizational confusion, amateurism, and actions exposing the board to charges of misrepresenting minority interests. Station management acted to maintain and extend their traditional prerogatives in controlling capital and programming, and conducting public relations.

After a survey of other settlements, the study concluded that citizens have gained some clientele privileges rather than proprietary rights in programming and station operations. A number of means were considered for strengthening the role of citizens in broadcasting, especially in providing organizational assistance to local groups and in insuring that concessions from station ownership correspond to the goals of the challenge.

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CABLE TELEVISION FOR THE UNIVERSITY OF IOWA: A PRELIMINARY STUDY

Janice J. Miller, M.A.
University of Iowa, 1973
Adviser: Hanno Hardt

Subject of this thesis is a proposed plan for the University of Iowa's use of cable television (CATV). While CATV has not yet been accepted by Iowa City, two local firms have petitioned the city for a public referendum. This election would permit voters to indicate their preference as to which firm should be granted the city's CATV franchise. The University of Iowa finds itself involved in the issue because of the great educational potential of the medium, and also because the University holds a position of great economic and social import to Iowa City.

The thesis, in its first chapter, presents a brief general history of cable television, both nationally and locally. Chapter two is a more detailed study of Iowa City and its CATV activities. The chapter covers meetings of the Iowa City CATV Committee, public hearings and interviews with committee members and City Councilmen. A history of cable television at the University of Iowa is presented in the third chapter. This section deals with meetings of the University's ad hoc Committee on Broadband Communications, as well as interviews with faculty members and representatives of the administrative staff.

Chapter four includes recommendations for the University's use of CATV, concentrating on educational use of the medium but also covering the entertainment and social service aspects. The last chapter critiques the city and University committees, and it also presents those CATV proposals feasible for use in the immediate future, relegating other suggestions to a later date when more funding is available and CATV has had an opportunity to prove its worth.

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HOW TO SLEEP WITH AN ELEPHANT: THE PROBLEM OF AMERICAN INFLUENCE IN THE HISTORY OF CANADIAN BROADCASTING POLICY

Barry Neil Mitzman, M.S.
University of Oregon, 1974
Adviser: Charles T. Duncan

This thesis is a history of Canadian broadcasting policy from its beginnings to the present, focusing on the problem of American influence in Canadian television and radio, and on government efforts to limit that influence and to encourage development of a broadcasting system that is "distinctly Canadian in ownership and content." Against immense obstacles of geography and economics, Canada has struggled to prevent complete U.S. dominance of Canadian broadcasting. At first, U.S. influence was attacked only indirectly, in the government's decision in 1932 to nationalize broadcasting, and later, failing that, to limit American influence by limiting the power and growth of private broadcasting, which came to be dominated by U.S. programming.

With the indirect approach largely a failure and with technological developments like CATV and microwave satellites threatening to drown Canada in a deluge of U.S. television, the government began in the 1960's to attack U.S. influence directly, by placing limits on U.S. ownership of broadcasting stations, establishing minimum quotas of Canadian programming and limited importation of U.S. programming via CATV or satellite.

The government has not had much success in curtailing U.S. influence in broadcasting, nor in changing Canadians' clear preference for U.S. programming. But production of lively and popular Canadian programming has been encouraged, providing alternative viewing for those Canadians--largely a small, highly educated sector of the population--who want it.

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THE NEWSPAPERS OF CALLOWAY AND MARSHALL COUNTIES, KENTUCKY

William A. Mulligan, M.S.
Murray State University, 1974
Adviser: L. J. Hortin

This study constituted an historical description of the newspapers of Calloway and Marshall Counties in Kentucky. Newspapers of these two counties had to meet criteria established by Dr. Otto Groth in 1928. The study compiled a record of significant newspapers of the two counties.

The historical method of research included examining books, microfilmed copies of newspapers, original copies of old papers, an unpublished manuscript, and interviewing persons associated with certain papers. From these sources the following information was obtained: 1. Publishers and editors of the newspapers; 2. Locations of the newspapers and frequency of publications; 3. Information on content and significant changes in the format of the various papers; 4. News services and political affiliations, if any, of the newspapers; 5. Circulation facts and information on mergers and consolidations of certain newspapers in the two counties, 6. Facts on equipment and plant facilities of the papers; 7. Background information on the two counties which served as home for twenty-seven newspapers; 8. Biographical sketches of distinction associated with certain newspapers; 9. Reduced reproductions of the front pages of various newspapers.

The study gives the histories of seventeen Calloway County papers, and ten Marshall County papers.

Some of the information collected, when compared with material from other sources, contained inconsistencies. In such instances, where there was a question of what actually happened, both sources are included because of the value of the facts contained therein.

Even though certain information concerning the newspapers of the two counties has been lost with the passage of time, the data collected should provide some insight into the newspapers of the past.

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PUBLIC RELATIONS IN WEST VIRGINIA UNIVERSITY ATHLETICS: A GUIDE FOR THE PUBLIC RELATIONS STAFF

Mike Musulin II, M.S.J.
West Virginia University, 1974
Advisor: Edward C. Smith

The public relations program of the department of athletics at West Virginia University was documented to provide a written reference for the staff and to reveal needed improvements. Solutions were proposed.

Included was the rationale of key officials of the University in regard to policy. Departmental public relations objectives and regulations were reviewed.

For analysis of effectiveness of the public relations functions, two questionnaires were used, one for selected media representatives in West Virginia, the other for the departmental staff. The program was then analyzed according to the RACE formula for successful public relations.

The study concluded that needed improvements included informing the public about importance of education for athletes, informing about sports in addition to football and basketball, providing more material to promote the athletics programs, giving more service to the broadcast media, educating the staff in the importance of public relations, and organizing better.

The author proposed a public relations program for the improvements, calling for the department to use the "top-down" method of public relations planning. He proposed an organizational plan placing under one official all public relations functions, sports information, fund-raising, and the radio network. Responsibilities and duties of each official in that office are described.

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WOMEN IN RADIO

Lana Naegel, M.S.
University of Wisconsin, 1973
Advisor: Nellie McCannon

The main objective was to study women already employed in radio stations to ascertain their demographic characteristics and how they feel about their jobs. In addition, the study attempts to discover what obstacles women may encounter in order to succeed in a broadcasting career and how they perceive sex descrimination.

The survey consists of several demographic multiple choice questions in which the women checked the answer that best describes their employment situation. There are also several open-ended questions concerning radio employment for women. The final part of the study consists of 20 statements concerning job satisfaction and discrimination. The women were asked to check whether they strongly agreed, agreed, felt neutral, disagreed or strongly disagreed with the statements.

In conclusion, the study points out several trends. It appears that those in business and administrative positions earn the highest incomes while those in other positions may expect to earn considerably less. Positions of higher responsibility generally come with experience in the field. A large majority of women in business and supportive positions have had some college education. Generally, the longer a woman has worked in the radio field, the greater her salary. As income increases, the degree of job satisfaction increases.

The study shows some perceived sex discrimination in job satisfaction and market size. Those presently content in their jobs perceive themselves as discriminated against more than those who are presently discontent in their jobs. Women in smaller markets perceive greater discrimination than do women in larger markets.

The study does show that conditions are improving for women. Women are now reaching higher positions, incomes, etc., which were previously impossible to attain. The fact that the differential perception of sex discrimination was not perceived at all levels of the tested semantic differential scale reflects favorably on present trends.

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A STUDY OF THE WOMAN JOURNALIST WORKING ON DAILY NEWSPAPERS IN NEBRASKA

Glennis L. Nagel, M.S
Kansas State University, 1974
Adviser: Carol Oukrop

The purpose of this study was to determine the status of women working on daily newspapers in Nebraska. Included in the study was a computer survey of applicable Nebraska laws, a review of similar studies done in other states and a seven-part questionnaire which was sent to women working in the news rooms of Nebraska dailies.

The questionnaire covered the following areas: the respondent as an individual and/or in relation to her family; the job itself; respondent's professional background and activities; respondent in relation to her employer and others on the job; fringe benefits; knowledge of the Equal Pay Act and Nebraska Fair Employment Practices Act; and a summary section asking attitude questions about job satisfaction.

Based on the questionnaire, the following could be said of the woman journalist in Nebraska: (1) She has a bachelor's degree in journalism, is married and is 35-years-old or younger. (2) She is more likely to be in the women's news department than any other. In that capacity, she works 40 to 50 hours a week for an annual salary of $5,000 to $7,500. (3) She belongs to at least one journalistic organization and has won an award for journalistic achievement. (4) Although she has no overwhelming preference for either a male or female supervisor, of those surveyed, 46 percent said that they had no preference, and 42 percent said that they would prefer a male supervisor.

Basically, the woman journalist in Nebraska is happy with her work; however, when asked what, if anything, would make her happier, she listed her priorities in the following order: more money, better assignments and better working hours.

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MASS MEDIA CONSUMPTION PATTERNS AMONG URBAN EDUCATED ADULTS IN KENYA

Peter L. Naigow, M.A.
University of Wisconsin, 1974
Adviser: John T. McNelly

A national sample of 1,814 educated Kenyans was selected. A combination of area-probability and quota sampling were used to obtain a representative sample from a universe of 200,000 educated and relatively modernized Africans in Kenya. The data gathered for the United States Information Agency by MARCO Surveys, Limited, Nairobi, Kenya (April-May, 1966) and successively requested from The Roper Organization, Inc., have been used for this secondary analysis.

The main dependent variables were mass media and interpersonal communication ranking as sources of information for local news and international affairs. Education was used as the independent variable, with sex as a control variable.

As in any secondary analysis, there are limitations that should be kept in mind about the results. It must be pointed out that the data have been used differently than was originally intended by the USIA. Another is that education only explains partially the communication behavior of the sample. Other variables could have been probably helpful in giving a broader understanding of the sample.

Because of the nature of the data, the chi square was used to test for the differences between educational groups and the sexes. It was predicted that more educated than lowly educated individuals will prefer dailies as a source for local news and international affairs. Also that radio will be preferred as a source of information for the lowly educated than for the highly educated people. By introducing sex as control variable, we were able to make inferences about the males and females media preference patterns.

It was clearly shown that newspapers would be a powerful medium to communicate with the better educated people in the urban society about local news but the same was not true for international affairs. Radio, on the other hand, would be more effective in reaching the lower educated groups, with local news but not for international affairs.

The percentages for interpersonal communications were not very high but it must not be neglected as a channel used by the urban dwellers in Kenya.

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A TWENTY-THIRD YEAR FOLLOW-UP STUDY ON HIGH READING INTEREST IN THE SIXTH GRADE AS IT COMPARES TO LATER ECONOMIC ACHIEVEMENT

Robert Michael Nees, M.A.
Brigham Young University, 1974
Adviser: Ralph D. Barney

This study compares known high reading interest in the sixth grade with later economic achievement. The hypothesis states that high reading interest demonstrated by the 1950 sixth grade class at Maeser Elementary School tends to positively correlate with later economic achievement by class members and their spouses. A 1950 Masters Thesis identified 78 sixth grade students as having a high interest in reading. This twenty-third year follow-up study utilized a sample response of 57.9% of the surviving class members.

The occupational categories of Managerial, Administrative, Proprietor; Professional; and Clerical-Sales were determined to represent the top three income occupational groups. Over 74% of the employed respondents and spouses were employed in these three areas, compared to 49.5% national average.

Annual income for the respondents and spouses were compared to U.S. Census averages according to sex, age, occupation and geographic location. The study showed that 52.9% of those employed were earning annual incomes above the U.S. averages.

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A DESCRIPTION OF AUTOMOBILE ADVERTISING MODIFICATION DURING THE OIL EMBARGO

James Michael Nehiley, M.A.J.C.
University of Florida, 1974
Adviser: Leonard J. Hooper

When the Arab oil embargo began to cause a nationwide shortage of gasoline, most of the automobile manufacturers were basing their advertising appeals on such traditional attributes as luxury, size, handling, and styling.

The purpose of this study was to describe the modification of automobile advertisements during the Arab oil embargo. A review and summarization of automobile advertisements was conducted, and the resulting capsules are presented within the context of the monthly developments in both the automobile industry and the oil crisis. Large-circulation magazines were used as the study's universe, and the sample included ads for domestic and imported cars of all sizes.

The findings of this research were presented in descriptive terms. Generally, the findings confirmed the researcher's supposition that as the public's perception of automobile attributes was modified, the automobile manufacturers would modify their advertisements to feature product attributes which were closer to the salient attributes as perceived by potential customers.

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THE NEWSPAPER OMBUDSMAN AS VIEWED BY THE REST OF THE STAFF

David R. Nelsen, M.A.
University of South Carolina, 1974
Adviser: Kenneth Starck

This study posed the questions: How is the newspaper ombudsman perceived by the other members of the staff? How do opinions about the ombudsman differ, if at all, between a newspaper staff which has an ombudsman and one which does not?

The study was conducted on the staffs of the St. Petersburg, Florida, Times, which has had an ombudsman or the equivalent of an ombudsman since 1970, and the Independent, which does not have an ombudsman. They were asked to respond to a series of questions, including forty statements calling for Likert-type responses, two sets of semantic differential scales--one for the "ideal" ombudsman and the other for the "actual" ombudsman, as well as a series of demographic-type questions.

Results indicated that the staffs of the two newspapers shared similar perceptions of the "ideal" ombudsman. As to the "actual" ombudsman, Times staffers regarded the ombudsman more highly than did Independent respondents. Responses of the Times staffers also were analyzed in terms of sex, management vs. nonmanagement, years with the newspaper, education, years of newspaper experience, primary type of work (such as in office or with public) and whether the respondent had had work evaluated by the ombudsman. Slightly more than half of the respondents had had work evaluated by the ombudsman, and of these, 81.3 percent indicated they were satisfied with the evaluation and 18.8 percent indicated they were not.

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ADVERTISING'S EFFECT ON YOUNG CHILDREN: AN EXPLORATORY STUDY OF GENERAL INFLUENCES, EXTERNAL CONFLICTS, AND INNER FRUSTRATIONS

Terry A. Neuman, M.C.
Florida Technological University, 1974
Advisor: Milan D. Meeske

The present study explored the prevalence of conflict in the home environment that has resulted from advertised products for children. Two corresponding surveys were administered, one designed for the child and one for the mother.

The results indicated that television advertising was quite influential in the homes of these children. No significance was found for external conflict between mother and child, for it appeared that both generally agreed on the relative frequency of arguments. As for internal conflict, the findings showed that both mother and child felt bad when items were refused for monetary reasons. However, significance was found when mothers perceived their children accepting the situation while most children did not agree. In the area of realistic representation of children in commercials and the products themselves, both mother and child agreed that advertising was not always representative. The prevalence of interpersonal communication was studied as a way of alleviating conflict in the home. It was found, however, that discussions on advertising were the exceptions rather than the rule.

The results have shown the prevalence of both internal and external conflict in the home although more research is needed in the area of conflict and its relationship to personality and environment.

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A STUDY OF THE ADOPTERS OF PLANNED-UNIT DEVELOPMENTS IN UTAH COUNTY AND THEIR USE OF COMMUNICATION CHANNELS DURING THEIR ADOPTION DECISION PROCESS

William Harry Nimtz, M.A.
Brigham Young University, 1974
Adviser: George S. Barrus

The problem of the study was to learn if there was a significant difference between the communication channels used by innovators and later adopters of planned-unit developments during their adoption decision process. It was also the problem of the study to learn if there was a significant difference between the length of time taken during the adoption decision process by the innovator and the adoption decision process by the later adopter.

Residents of planned-unit developments in Utah County were personally interviewed. Respondents were questioned as to the primary communication channel they used at each stage of the adoption decision process. Respondents were also asked to recall the date they became aware of the PUD concept and the date they purchased their units.

Chi-square test results indicated that the communication channels used by innovator and later adopter groups differed significantly at the awareness and persuasion stages. The t-test results indicated that the later adopters required a significantly longer time length during the adoption decision process than did the innovators.

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IMPLICATIONS OF FOREIGN OWNERSHIP OF THE PRESS IN KENYA

Wamatu Njoroge, M.A.
California State University, Northridge, 1973
Adviser: Michael C. Emery

Kenya has manifold press problems: low literacy, high costs of machinery, newsprint and distribution; and the insecurity of politicians resulting in government controls. But most crucial is the problem that the press created for itself and has continued to live with--lack of credibility.

Born out of the colonial era, the press cultivated a ludicrous contempt for the Africans, advocating their eternal subservience. Africans gained independence amid a hostile press and yet once independence was attained the press immediately turned around and began praising those it once denounced. By so doing, it became suspect as being a press that will at no time be able to go against the current of power. Due its instability, it will continually have to flow with the tide, becoming little more than a piece of flotsam indicating which way the wind is blowing.

This problem is compounded by the fact that those who owned and controlled the press during the colonial days continue to do so today. Consequently, the bad image created decades ago reflects not only on the newspapers as communication media but also on those who own and edit them. The press exists only as an institution for economic gain and falls short of what is generally classified as mass media.

As such, the press situation in Kenya (and many other developing countries) is unique, posing unique problems. It is an old and displaced press in a young and developing country and is inconsistent with the wind of change affecting the third world.

Little attempt has been made to study the implications of a foreign-owned press. Although this thesis is not exhaustive, it does attempt to illuminate some of the problems of this situation and at the same time suggests alternatives. This study becomes even more important when one examines the functions of a press in a developing country where: political opposition is non-existent; economic development depends on communal effort, communication being the central factor; and mass awareness for change is a primary concern. With this understanding, this study and any other following, are important not only for the press in Kenya, but also for the press in many other developing countries.

Implications of foreign-ownership of the press in Kenya raise a question as to whether there actually is a Kenyan press, that is, a press written by the Kenyans for the Kenyans. Herein lies the central theme of this thesis. It takes into consideration the historical background which led to the current status, ownership problems, the nature of the journalist in Kenya and alternatives for a Kenyan press.

It seems ludicrous that the present leaders of Kenya exhausted resources and lives to break away from the chains of colonialism and yet today have been letting those same foreign interests represent their views and guide opinion and thought in the nation.

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A STUDY OF ADVERTISING EDUCATION IN UNITED STATES JUNIOR/COMMUNITY COLLEGES

Gayle Machen Noll, M.A.
Texas Tech University, 1973
Adviser: Billy I. Ross

An in-depth study of advertising education in U.S. junior and community colleges revealed the following:

1) Of the 596 junior colleges responding to the survey, 49.6 percent had advertising courses.

2) Approximately 40 percent of the 300 junior colleges not offering advertising courses had other courses in which advertising was part of the subject matter. Also, 11 percent of the two-year schools not teaching advertising said they were considering starting courses in advertising.

3) Among junior colleges taking part in the survey, those located in states in the Western Region were most likely to offer advertising courses, while community colleges in the Southwestern Region were least likely to teach advertising.

4) Among junior colleges with advertising courses that took part in the survey, 73 percent considered advertising courses as part of the business department curriculum. The majority of respondents also said if they could arrange the curricula, the advertising courses would remain in the business department.

5) The two names of advertising courses used most frequently were Advertising Design and Advertising Art.

6) The majority of advertising teachers in junior colleges had master's degrees, had

from one to five years of working experience in the field of advertising, and had from one to five years of teaching experience in advertising.

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CORRECTIVE ADVERTISING -- NEW REMEDY FOR AN OLD PROBLEM

Charles Henry Norman, III, M.A.
University of Texas at Austin, 1974
Adviser: William A. Mindak

Corrective advertising, the concept of running advertising to dissipate the effects of previous "deceptive or misleading" claims, is a relatively new area of controversy in the advertising industry. Sanctioned by the Federal Trade Commission in 1971, the new remedy has been practiced by several national advertisers; but doubt still remains as to the true effect of this effort to remedy the supposed residual impressions left by deceptive promotional claims. The thesis traces the development and rationale of the corrective advertising concept; it briefly reviews the role of the FTC in its policing of advertising, and (more specifically) its function in the corrective advertising process. A review of literature on the subject serves as a springboard into the 2nd part of the thesis, in which original research was conducted. The research implies that the "remedy" deserves another look as far as its effectiveness.

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A STUDY OF THE SELECTION OF U.S. FOREIGN NEWS BY THREE FRENCH FOREIGN NEWS EDITORS

Mary E. Norman, M.A.
North Texas State University, 1973
Advisor: Reg Westmoreland

This study seeks to determine whether an institutional or societal influence bear on the selection of U.S. news by three French foreign news editors.

Data in the study were collected by the use of two questionnaires, a count of U.S. news items carried by the wire services and published by the three French newspapers, and a content analysis of wire copy and published U.S. news items. The wire content and newspaper content examined were for the issues of December 29, 1971, and January 7, 1972.

The study was not able to answer the question of whether the value system of the superior, newspaper policy, or publication problems affect the selection of U.S. news. However, the study does show that there is a societal influence, because the French editors see their readers as members of special interest groups and select news items based on this perception.

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A STUDY OF PARENTS' ATTITUDES TOWARDS THE MOTION PICTURE ASSOCIATION OF AMERICA RATING SYSTEM

Sylvia Lynn O'Dell, M.S.
Oklahoma State University, 1973
Adviser: James Rhea

Scope and Method of Study: The subject of motion picture ratings (G, PG, R, X) in the context of serving as a guide to parents in the discerning of suitable material for the viewing of their children is highly controversial. The Motion Picture Association of America (MPAA) maintains that their rating system is highly successful. Conversely, the National Catholic Office on Motion Pictures (NCOMP) and the Broadcasting and Film Commission of the National Council of Churches (BFC) contend that the MPAA rating system is inadequate. Employing a multi-dimensional factorial analysis of variance and Charles E. Osgood's et al semantic differential, an exploratory study was conducted to determine how well parents felt that the MPAA was fulfilling its role as a guide to parents. This exploratory study was also designed to determine variance in parents' attitudes when dealing with an individual rating, when responding along a particular meaning dimension, and the effect of the predominant age of children in a family.

Findings and Conclusions: The MPAA rating system was not found to be held in high esteem by parents. With the exception of the "G" rating, parents do not feel the MPAA rating system can be relied upon to prevent children from seeing unsuitable material in films. Parents' attitudes varied significantly among the individual ratings, between the two meaning dimensions, and were significantly affected by the predominant age of their children.

Findings from this study indicate that parents do not find the MPAA rating system as reliable as the MPAA claims. The NCOMP and the BFC were found to be closer than the MPAA to an accurate evaluation of parents' attitudes towards the MPAA rating system. On the basis of the results of this study, revision of the present MPAA rating system is advisable.

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REPORTER SOCIALIZATION ON DAILY NEWSPAPERS IN FLORIDA

Lawrence John O'Keefe, M.A.J.C.
University of Florida, 1973
Adviser: John V. Webb

This study investigates newsroom processes by which the beat reporter on Florida daily newspapers becomes socialized into his role. The study analyzes various agents which help to contribute to the reporter's training and understanding of his functions.

The study entailed a survey of the city hall beat reporters at each of Florida's 51 daily newspapers. Interviews with a selected group of respondents also were conducted.

The results of the study showed that, as a group, city hall beat reporters in this study were primarily influenced by their editors. Job experience and individual personal demands also were important factors in the socialization process. Education, the newspaper organization, reporting organizations, and peers were found to be much less important influences.

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A QUALITATIVE ANALYSIS OF CLEAR AND MEANINGFUL COMMUNICATION AND DISINTEGRATIVE PATTERNS IN GROUP DISCUSSIONS

Beverly Jean Oldham, M.S.
Oklahoma State University, 1973
Adviser: W.J. Ward

Scope and Method of Study: This study examined clarity, meaningfulness and disintegrative patterns in classroom panel discussions. Subjects were students enrolled in a general semantics class during the spring semester, 1973, at Oklahoma State University, Stillwater, Oklahoma. General semantics outlines a process of abstracting and a technique for relating verbal maps with non-verbal territories. Overall purposes of the study were to determine to what degree students were extensionalizing this abstracting process and how well they were sharing with each other, referents for verbal symbols used. Nine extensional devices were used in analyzing statements from the three tape recorded class discussions. The number and kind of questions was examined. Disintegrative patterns were viewed in relationship to empathic communication and signal or undelayed reactions.

Findings and Conclusions: Even though students were studying the processes of abstracting and the extensional devices, they did not display an awareness or understanding of the devices' use in language behavior. Panelists partly showed their Aristotelian orientations in that only one-half of one per cent of all statements and questions uttered were answerable questions. At several points, discussions became disintegrative and students interrupted each other displaying a lack of empathic listening and understanding. The study found a negligible amount of clear and meaningful communication and extensional orientation from panelists. The author suggests that the very close-minded, Aristotelian individual may not benefit from panel discussions as an educational technique; indeed he may be an UNTEACHABLE for most formats devised to illustrate general semantic principles.

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A DESCRIPTIVE STUDY OF OPINIONS ON ADVERTISING EDUCATION OFFERED BY ADVERTISING MAJORS GRADUATED FROM BRIGHAM YOUNG UNIVERSITY DURING 1968 TO 1971

Robert G. Olson, M.A.
Brigham Young University, 1973
Adviser: George S. Barrus

This study was designed to (1) gather opinions from Brigham Young University advertising graduates on the quality or usefulness of their B.Y.U. education and elicit specific suggestions for its improvement, (2) indicate the best general preparation for an advertising career, and (3) develop a model-plan which would guide the B.Y.U. Department of Communications in evaluating its advertising curriculum.

A mail questionnaire was sent to B.Y.U. advertising majors who graduated during the years 1968 to 1971. There were 151 respondents, making a 63 per cent return.

The following conclusions applicable to advertising education at B.Y.U. were evident: (1) an advertising curriculum should include practical experience (i.e., internships or on-the-job training) before graduation; (2) technique should take precedence over theory in an advertising program and courses which emphasize technique or a practical approach are the most beneficial; (3) advertising students should learn how to communicate effectively, particularly in writing.

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THE RELATIVE CREDIBILITY OF DISCREPANT RADIO NEWSCASTS AS A FUNCTION OF ANNOUNCER PROFESSIONALISM

Eloy R. Orozco, Jr., M.A.J.C.
University of Florida, 1973
Adviser: Ron Whittaker

The purpose of this study was to determine how two levels of professionalism in delivery of radio newscasts affected the announcer's credibility.

Sixty-eight adult subjects were exposed to taped newscasts reporting news of the day; three of the news events were fictitious and the reports grossly discrepant. The control group heard the newscasts delivered by two professional announcers; the experimental group heard one newscast by a professional announcer and the other newscast by an announcer who made numerous reading errors. Announcers and order of playback were varied.

The subjects answered two questionnaires: One contained multiple-choice questions; the other asked which newscast the subjects believed more. The questions on the discrepant stories contained answers according to both versions. Subjects were asked to indicate the answer they believed to be true.

The hypotheses were confirmed: In the control group, the two professional announcers were believed equally; in the experimental group, the professional enjoyed greater credibility than the unprofessional. Other findings were the following: Only 57 percent of the subjects were consistent in their answers; females showed considerably more retention than males; and the announcer who was heard first tended to be more believable.

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FACSIMILE SYSTEMS: DEVELOPMENT AND FUTURE

Charles A. Ottinger, M.A.
University of Georgia, 1974
Adviser: Worth McDougald

Facsimile is a means of graphic communication. Documents, photographs and maps can be broken down into electrical signals, passed through a communications system and reprinted on paper or film at the other end. The facsimile emerges as a replica of the original.

First patented in 1843, facsimile continues to develop. Modern facsimile techniques include the use of lasers, digital signal processing and sophisticated printing methods, with efforts to increase its speed and resolution without requiring more expensive transmission media.

Over the years, facsimile has never made a great impression on the public. Most people are not aware of its existence and many businessmen think of it only as some form of copier. As a result, information about facsimile is scattered throughout many periodicals and requires a lot of research to learn the basics of the practice.

This thesis incorporates most of that information in a single publication and speculates on facsimile's future. Facsimile can be brought into the home by television broadcasts or cable distribution systems. It may also play a part in future mail deliveries.

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NORTH CAROLINA PUBLIC SCHOOLS: AN ANALYSIS OF THE FIRST STATEWIDE ASSESSMENT

David Hugh Pace, M.A.
University of North Carolina, 1973
Adviser: Eugene Shaw

The first statewide assessment of public education in North Carolina found the schools to be below the national average as well as the Southeast average, thus pointing to the need for educational reform. The 1973 General Assembly responded by appropriating the largest education budget in history. But this legislative action attacked only the school-related causes of the educational lag. Factors in a child's background such as educational attainment of parents and poverty are also important in determining achievement. These environmental factors are difficult for legislatures to control. The General Assembly, however, could improve educational opportunity by equalizing financial support for the schools across the state. State and local governments in North Carolina do not spend the same amount of money on the education of each child. And to the extent that money affects educational opportunity, the state's school children are not being given an equal chance to obtain a quality education.

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ELEMENTS AFFECTING FOREIGN STUDENTS' ATTITUDES TOWARD AMERICAN TELEVISION

Shirleyanne Chase Parr, M.C.
Florida Technological University, 1973
Advisor: Milan D. Meeske

General Summary: Our data from this study show that the foreign students in our sample have definite taste patterns and specific attitudes toward American television programming. Whether or not American television precipitated a fundamental change could only be determined with extended interrogations after the foreign students have returned to their native countries.

Concurrent studies of programming in the native countries compared to those offered in the United States would seem a logical complementary study. An eventual comparison of the two studies would elicit more specific knowledge concerning attitude change effected by mass communication media such as television when viewed by members of various different culture. Hopefully, however, we have pointed some new directions for future research, and demonstrated the need for study of the cumulative effects of heavy television exposure to different cultures.

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OPINION LEADERSHIP AND INNOVATIVENESS IN AN EAST TENNESSEE SCHOOL SYSTEM

William Lawrence Patrick, M.A.
The University of Tennessee, 1973
Adviser: J. Michael Brooks

The purposes of this research were to profile the teaching personnel in a unique Appalachian school system, to describe characteristics of opinion leaders, to discover perceptions of the teachers, and to test innovativeness as a predictor of opinion leadership. The research design was a descriptive attitude study with data collection via self-administered form. Saturation sampling was used, and fifty-nine respondents were found. The questionnaire was constructed using items developed in past opinion leadership and diffusion research.

The profile of the respondents showed them to be listeners rather than talkers, moderately innovative, and often attentive to outside opinion leaders. Four respondents and several school administrators were named as opinion leaders. The significant findings were that innovativeness, previously a positive predictor of opinion leadership, was found to be a negative predictor. The finding was attributable to the atmosphere of the setting and respondent characteristics. It is likely that these two items better determine whether innovativeness is a positive or negative predictor of opinion leadership than the variable alone. Other findings supported the profile and the opinion leadership hypothesis.

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JOHN FRANK COSS AND THE WALSENBURG (COLORADO) INDEPENDENT

Jacquelyn Peake, M.A.
University of Colorado, 1974
Adviser: Robert Rhode

Freedom of expression is a hard-won treasure which Americans sometimes tend to take for granted.

For seven long weeks through the winter of 1921-22, one out-spoken editor in a small town in southern Colorado suffered the indignity and frustration of censorship of his paper. He had dared to voice in print his opinion that the state government and its agencies were pursuing a course that would bring only harm and economic hardship to the people of his county.

The editor was John Frank Coss. The paper was the Walsenburg "Independent." The issues were the stationing of Colorado Rangers, a state police force, in what Coss considered his peaceful and law-abiding community, the issuance of an order by Governor Oliver Shoup proclaiming martial law in Huerfano County, and the moral question of a lowered wage scale for coal miners who were already living in conditions little better than serfdom.

For months during the summer and early fall of 1921 Coss levied editorial fire at Governor Shoup and his Colorado Rangers. Never an objective man, Coss was one of those colorful editors who tended to weave the warp of editorial opinion and the woof of news matter together into one fabric. It was almost inevitable that these semi-weekly attacks in the Independent would eventually bring the governor's wrath down upon the paper.

In early November the governor declared Huerfano County to be under martial law and two issues later, Coss' paper was placed under censorship but about two months later Governor Shoup was forced by public opinion throughout Colorado to life the ban.

John Frank Coss believed fervently in the freedom of a newspaperman to write the news as he sees it.

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A STUDY OF THE METHODS OF FINANCING PRINTED TEXAS HIGH SCHOOL NEWSPAPERS

Marynell Anderson Penn, M.S.
East Texas State University, 1974
Adviser: W.J. Bell

The study was designed to discover the methods used by Texas high schools to finance printed newspapers and to give journalism advisers and student newspaper staff members some idea of these methods.

A questionnaire was mailed to the 250 Texas high schools whose printed newspapers participated in the 1973 spring rating of the Interscholastic League Press Conference. The 211 returned questionnaires were then analyzed. The 211 participating high schools represented all size classifications and weekly, bi-weekly, tri-weekly, monthly, and infrequent newspapers. Circulation ranged from less than 250 to more than 1,000. Costs were figured for an average four-page newspaper and ranged from less than $50 to more than $201 for a four-page newspaper.

Advertising was used by 86 per cent and paper sales by 63 per cent. The other three methods followed in this order: subscriptions, 40 per cent; school administration, 36 per cent; miscellaneous methods, 18 per cent.

School administration subsidy was used more than subscriptions by tri-weekly, monthly and infrequent papers; smaller schools; newspapers printed by school print shops; papers with circulations between 251 and 500 and those with circulations more than 1,000; four-page newspapers; and papers that cost between $51 and $100 and those that cost more than $150 for a four-page issue.

Most of the 211 questionnaires included in the study were from AAAA high schools. They were also bi-weekly or monthly newspapers published commercially. Most of the participants had four-page or eight-page tabloid newspapers with a circulation between 500 and 1,000 copies.

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MOTIVES AND DEMOGRAPHICS IN PREDICTING RADIO LISTENING BEHAVIOR

Jeanne Marilyn Penrose, M.A.
University of North Carolina, 1973
Adviser: Maxwell E. McCombs

The study looks at the relative power of two sets of independent variables, demographics and motives for listening to radio, in explaining variation in two sets of dependent variables, station preference and saliency of listening. In investigation of general listening behavior, and listening behavior and attitudes related to the local station, motives and demographics are found to be somewhat related to saliency, and demographics are more strongly related to station preference and attitudes. The study was undertaken in an effort to find a way to improve broadcasters' understanding of the audience, but the station personnel at the local station already know a great deal about the audience, according to research based on the coorientation model.

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A STUDY OF FIVE MIDWESTERN REGIONAL GENERAL INTEREST AGRICULTURAL NEWSPAPERS

Larry Gene Perrine, M.S.
Kansas State University, 1973
Adviser: Robert D. Bontrager

Farmers and ranchers have a large selection of publications which cater to their needs and desires for agricultural news and advertising information. One type of publication which has proven popular in some areas of the Midwest is the regional general interest agricultural newspaper.

For purposes of this study, a regional publication has been defined as having primary circulation in more than one county, but not covering an entire state. The "general interest agricultural" part of the definition means that the newspapers contain content of interest to all farm and ranch owners and workers in the primary circulation area, not to a select audience.

Five such newspapers located in Colorado, Kansas, and Missouri were examined, and personal interviews were done with the editors and/or publishers. Three are located in Kansas, including Grass and Grain, Manhattan; The High Plains Journal, Dodge City; and the Tri-State Plainsman, Atwood. The Arkansas Valley Journal, published in La Junta, Colorado, and The Journal of Livestock and Agriculture, published in Saint Joseph, Missouri, also were examined. At the time the interviews were done, all papers were published weekly, except for the Tri-State Plainsman which was published biweekly.

Although several of these publications appear to be highly successful in terms of circulation and advertising revenue generated, little information was available about the papers prior to the study. Therefore the study was designed to be exploratory in nature, examining many aspects of the newspapers. Areas examined include general information and physical characteristics, history and ownership, editorial content and policies, characteristics and opinions of editors, subscription and advertising rates, production costs and profits, problem areas, and the volume of news and advertising.

The personnel who publish and edit the newspapers vary in background and the approaches they take to make their papers successful. Some of the editors and publishers attempt to build circulation and advertising revenue by producing a good editorial product. Others apparently believe in achieving financial success by catering more to advertisers in hopes that the readers are more interested in bargains than in fresh editorial content. Both approaches are shown to be successful for some newspapers.

One common denominator among all publishers and editors surveyed is an expressed concern for agricultural people. Although the method of expressing the idea varied, the publishers and editors indicated an emotional involvement with agriculture and the people on the farms and ranches who make American agriculture the most productive in the world. Most of the personnel expressed that their editorial policies were keyed to informing and helping farmers and ranchers with small to medium size operations.

Another common denominator is the localized approach to editorial and advertising content. All of the newspapers in the study ran much more local/regional news and advertising than any other types.

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PERCEPTIONS OF COMBINATIONS OF NEGRO AND WHITE TELEVISION PROGRAMS AND COMMERCIALS: AN EXPERIMENTAL STUDY OF RACIAL DIFFERENCES AMONG MALE HIGH SCHOOL STUDENTS

Howard G. Peters, M.A.
Temple University, 1974
Advisor: T. Gordon

This study asks the question, to what extent does the combination of TV programs and commercials containing all Black and/or all White characters influence perceptions of the programs by Blacks and by Whites? Four program and commercial combinations (treatments) were used for this investigation along with two control groups. They included
(1) White program with White commercials,
(2) White program with Black commercials,
(3) Black program with Black commericals,
(4) Black program with White commercials,
(5) White program only, and (6) Black program only.

Hypotheses: Each of the 19 stated hypotheses is five-fold, reflecting predictions on five dependent variable factors labeled as Dynamic, Humorous, Like Reality, Active and Reflective, which were determined in a factor analysis of all subjects' scores on 24 seven-step adjectival scales. Overall, the hypotheses stated that Blacks and Whites would have a more positive reaction to same race program and commercial combinations than to opposite race program and commercial combinations and that High Prejudiced individuals of each race would have a more positive reaction to same race programs and commercials than Low Prejudiced individuals of each race.

Methodology: The video materials used in this investigation were the pilot films for the television series Barefoot in the Park. Originally, both a Black cast and White cast pilot were shot. In addition, nine matched product TV commercials were utilized. These materials were placed on half-inch video tapes for showing through a standard television monitor. The subjects were White and Black male Sophomore, Junior and Senior High School students from the Atlantic City High School located in Atlantic City, New Jersey. A total of 359 individuals was included in the study analyses, while there were 421 students processed in the field test.

Findings: As hypothesized, members of each race did show a more positive reaction to same race program and commercials. The Black program with Black commercials version is where it would appear that White prejudice becomes evident. In all cases, whether there was a Black program or Black commercials in the combination, Blacks rated it more positive than did Whites. Indeed, Blacks significantly rated the all-Black combination more positive on all five factors of perception.

Conclusions: (1) Black programs did not alienate Whites in integrated audiences of male students from Atlantic City High School. (2) Use of Black commercials within White programs resulted in only limited measurable adverse reactions. Only the Black program/ Black commercials combination caused Whites to react negatively. (3) While use of Black programs and Black commercials is generally accepted by Whites, except in the extreme combination or by High Prejudiced Whites, these Black programs and commercials have a significantly favorable effect on Blacks.... .."The Blacker, The Better."

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A STUDY OF ROCK MUSIC CRITICISM IN SELECTED U.S. PRINT MEDIA FROM 1970 THROUGH 1971

James F. Pettigrew, Jr., M.A.
University of Georgia, 1973
Adviser: Jeff Clark

From December 1969 to July, 1971, there were four events in the rock music world--excluding the demise of the Beatles--which had considerable impact on the entire genre of rock. They were: the disaster at the Rolling Stones' free concert at Altamont, California in December, 1969; the drug-related deaths of rock stars Jimi Hendrix and Janis Joplin in the fall of 1970; the troubled "Celebration of Life" rock festival near McCrea, Louisiana in June, 1971; the closing of the rock music showcases Fillmore East and West by promoter Bill Graham in June and July, 1971. These events received considerable attention in American print media.

This thesis is a study of critical articles pertaining to these events in selected U.S. print media: the New York Times, Time, Life, and Rolling Stone. The study presents the articles in quoted and summarized form and examines the pieces for critical and reporting depth, which involves the writers' or compilers' knowledge of the rock music field.

One of the major facets of the thesis is the examination of the implications, if any, in the pieces as to the future of rock music as a continuing form. All of the articles, except those in Rolling Stone, were found to imply, to varying degrees, the deterioration of rock music. Rebuttals to these implications are examined in the Rolling Stone coverages and elsewhere.

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THE LIFE AND TIMES OF GEORGE WASHINGTON BROWN

Thomas S. Pettit, M.S.
University of Kansas, 1974
Adviser: Calder M. Pickett

George Washington Brown was editor of the Lawrence, Kansas, Herald of Freedom from 1854 through 1859, the crucial "bleeding Kansas" era of the first violent confrontations between anti-slavery and pro-slavery forces. Brown's newspaper was one of the first free-state papers in Kansas and one of only two or three that survived through the 1850s. The Herald was sponsored by the New England Emigrant Aid Company and thus became the most widely read and influential Kansas newspaper in the East. However, because most of the Kansas Settlers came from the "western" Ohio Valley states rather than from New England, and because Brown became a conservative and thus a minority voice in the free-state movement, the Herald never became the voice of the free-state men in Kansas.

This biography of G. W. Brown examines the role of Brown and the Herald in the free-state movement through the Herald's coverage of Kansas in the 1850s and through various historical accounts and evaluations of the times, the man, and his newspaper. The role of Brown and the Herald in the Kansas free-state movement are reassessed, and traditional interpretations of early Kansas history are questioned. Although Brown is not declared a forgotten hero, it is suggested that he was slighted by early Kansas historians.

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DOMESTIC INTELLIGENCE IN CALIFORNIA: POLICE FILES ON NON-CRIMINALS

Harry William Phillips, Jr., M. A.
University of Southern California, 1974
Adviser: Theodore Kruglak

This study hypothesizes that a legal and administrative apparatus authorizing and enabling California Police and Justice agencies to establish a sophisticated political intelligence system which threatens Constitutional liberties has been created without sufficient monitoring by the mass media.

Police intelligence data is analyzed and the proliferation of criminal justice computers in the state is traced along with federal funding and planning.

The computerization of dossiers on the political activites of dissidents corresponds to massive Congressional funds made available to the states through the U.S. Department of Justice's Law Enforcement Assistance Administration.

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THE COMPUTER IN THE NEWSPAPER: FROM THE REPORTER TO THE PRESS

Manuel A. Pinell, M.A.
University of Missouri, 1974
Advisor: Robert P. Knight

This work is devoted to the study of the computer as a tool in newspaper operations in the United States. The work includes also the use of related electronic equipment now in use by American newspapers, including the ever more popular Video Display Terminals and Optical Character Recognition machines. The author obtained the most complete information from 24 newspapers using computers extensively, and many more newspapers that use computers in more limited operations. The author found that newspapers in the United States are using minicomputers in most cases, with a few (five) large metropolitan newspapers using large computers. Eight newspapers in Michigan share the use of a large computer. The author also found that the use of minicomputers seems to be best suited for newspaper jobs, except in the case of large metropolitan newspapers where the number of jobs to be done, or the size of the jobs, is extremely large. The author also presents the problems newspapers in the United States have found in their adaptation to the new technology. Finally, the newspaper of the future is presented showing greater sophistication in the use of computers, with complete automation of newspaper operations.

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AN AUDIO-TUTORIAL APPROACH TO THE TEACHING OF JOURNALISTIC ETHICS

Mary Ann Podolski, M.S.
Iowa State University, 1973
Adviser: Jerome Nelson

The problem was to determine whether journalism ethics could be taught to students enrolled in journalism courses. Specifically, these hypotheses were tested: (1) Differences would exist between methods of teaching journalism ethics (as measured by the raw-score mean differences of criterion tests). (2) Primarily due to student maturation and increased opportunities to deal with ethical situations, differences would exist between different classes of students (as measured by the raw-score mean differences of criterion tests).

An audio-tutorial (A-T) method of instruction was developed to test students' ability to learn journalistic ethics. Students were randomly assigned to either an A-T instructional group, a conventional instructional group, or a control group.

Participants were enrolled in Journalism and Mass Communication 225 at Iowa State University (ISU) or in journalism classes at Linn Mar or Marshalltown High Schools.

This experiment was considered a three-by-three factorial design. Using criterion test errors as the dependent variable, analysis of variance was performed.

Overall, students in the A-T group learned the most, as measured by criterion tests. Conventional and control groups performed similarly.

Among the schools, ISU students performed best on the criterion test, and high school students performed about the same.

The study confirmed both hypotheses of interest and concluded that audio-tutorial instruction is a viable method of teaching journalism ethics.

Among the recommendations for further research was the suggestion to develop a study in which students could actually be allowed to make ethical news decisions. A panel of professional journalists could then assess the students' ability before and after instruction.

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NEWS-EDITORIAL TREATMENT OF SMELTER EMISSION-CONTROL CONTROVERSIES IN ARIZONA AND MONTANA

Peter Eugene Potter, M.A.
University of Arizona, 1973
Adviser: Philip Mangelsdorf

The supposedly greater vulnerability of smaller newspapers to external economic influence was tested by examining the news and editorial treatment by two daily newspapers of parallel and related controversies in widely separated states. The Montana Standard of Butte was compared with the Tucson Daily Citizen of Arizona, twice its size, for editorial position toward, and news and feature coverage-display-illustration of, attempts by copper companies to obtain easier anti-pollution regulations from the state and federal governments. The newspapers gave identical percentages of available news space to the events occurring from August, 1971, through December, 1972. Despite the much greater dependency of the Butte area on the copper industry's prosperity, both newspapers were shown to have been opposed editorially to easier regulations and substantially impartial in reporting and explaining the controversies. While not disproving the concept of vulnerability, the study does delineate a clear exception, suggesting further, more refined research.

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FAILURE OF A NEWSPAPER JOINT-PUBLICATION AGREEMENT: HISTORY OF THE CHATTANOOGA (TENN.) POST, 1966-1970

Walter Andrew Presswood, M.S.
West Virginia University, 1973
Advisor: Edward C. Smith

The purpose of this thesis is to present a case history of the only two daily newspapers in the history of American journalism ever voluntarily to separate from a joint publication agreement, and to examine whether two independent newspapers can survive in a highly competitive situation in a medium-size city in the United States.

Included in the thesis is a history of The Chattanooga Post, which was started by the morning Chattanooga Times as afternoon competition against The Chattanooga News-Free Press after the twenty-four-year old publication agreement ended. The Post lasted three and one-half years and cost The New York Times and Adolph Ochs Estate--the publishing kingdom of which The Chattanooga Times is a member--$10 million. The Post was discontinued after the U.S. Justice Department filed legal action against The Times for unfair competition.

Research includes interviews with executives and employees of both existing papers as well as former employees of the defunct Post.

The newspaper situation is studied in respect to the Congressional conclusion that two competing newspapers cannot survive in a city of less than 600,000--the major argument presented to Congress when the Newspaper Preservation Act was enacted in 1969 to legally sanction joint publication arrangements such as the one from which the two Chattanooga papers separated.

This thesis describes events in the history of the two newspapers leading up to the entry into the joint publication agreement in 1942 and later to the irreconcilable differences between the personalities, resulting in the 1966 split--the split that went against all trends. Included is an account of what has occurred to the two papers in the last seven years and a description of the conditions that exist in Chattanooga--a metropolitan area of 305,000--discouraging independent publishing and pointing to a dismal outlook for both papers if current economic and population factors prevail.

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APPLICATION OF SOCIAL MARKETING TO ANTI-CIGARETTE ADVERTISING A Q-STUDY

Patricia E. Priebe, M.A.
University of Texas at Austin, 1974
Adviser: William A. Mindak

This thesis concerned identifying attitude clusters in a limited population toward cigarette advertising. The methodology employed was the Q-sort. The purpose of the thesis research was to identify these clusters as a preliminary to the development of anti-smoking campaigns in the mass media. The research found seven major clusters of attitude toward both cigarette advertising and smoking. These clusters did not follow demographic characteristics, but grouped individuals by the similarity of their response to the cigarette ads which were used in the research as stimuli.

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A COMPARATIVE STUDY OF CONCRETE VOCABULARY USAGE AND BACKGROUND EXPERIENCES OF JOURNALISTS AND AUTHORS TO DETERMINE IF A RELATIONSHIP BETWEEN JOURNALISM EXPERIENCE AND CONCRETE LITERARY STYLE EXISTS

Kathleen H. Pullman, M.S.
Ohio University, 1973
Advisor: Guido H. Stempel III

A number of noted fiction writers have had journalistic experience, but few studies have probed the possible impact of such experience on writing style. This thesis sought to test the basic hypothesis that authors with journalistic experience tend to write more readably than those who had never worked in the popular press.

The three ex-journalist novelists studied were Sinclair Lewis, Willa Cather, and Ernest Hemingway. Non-journalists were F. Scott Fitzgerald, William Faulkner and Thomas Wolfe. The two groups of authors were considered comparable as to time and stature as figures in American literature. Literary journals and anthologies were consulted in making these decisions.

The Flesch Abstraction Formula was chosen as the index of readability. Hundred-word passages from representative novels by the chosen authors were analyzed.

Taken as a whole, the data indicated that outstanding authors--journalist and non-journalist alike--write concretely. There was no systematic tendency for journalists to be more concrete than non-journalists. There was reason to believe Hemingway's journalistic experience may have helped make him the most concrete of the six authors. However, the second and third most concrete authors were non-journalists Faulkner and Fitzgerald.

Amount of formal education correlated with abstractness of writing.

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OPINION LEADERSHIP AMONG MALAYSIAN STUDENTS: A SURVEY OF TWO AMERICAN UNIVERSITY CAMPUSES

Sankaran Ramanathan, M.S.
Ohio University, 1974
Advisor: Guido H. Stempel III

This study investigated the flow of information about Malaysia, and related opinion leadership, among Malaysian students on two American university campuses, Louisiana State University at Baton Rouge and Ohio University at Athens. These two campuses were chosen because they represented the largest concentrations of Malaysian students in the United States.

The study tested four basic hypotheses: (1) The Malaysian student in the U.S. does not rely upon American media as sources of news about Malaysia; (2) The Malaysian student in the U.S. relies heavily on interpersonal sources of communication for his information about developments in Malaysia; (3) Among each group of Malaysian students located within the same campus, there will be a few identifiable opinion leaders; and (4) There will be greater evidence of opinion leadership among Malaysian students at Louisiana State University than there will be among those at Ohio University.

In all instances, schedules were administered by the researcher. Forty out of 137 Malaysian students were interviewed at LSU, 35 of 39 at Ohio University. Among other things, respondents were asked about their media usage, formal and informal meetings with other Malaysians, and the conception of themselves and others as opinion leaders. The final section of the interview schedule consisted of a seven-item knowledge test asking respondents about recent events concerning Malaysia. In all instances, knowledgeable respondents were asked to name their information sources.

All hypotheses were supported.

Malaysian students did not rely upon American mass media for their information about developments in Malaysia. Furthermore, interpersonal sources were the most important sources of information for the majority of respondents.

While opinion leaders did exist at both campuses, those at Ohio University could not be clearly identified. However, at Louisiana State University, one Malaysian student was clearly recognized as the opinion leader.

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CHANGE IN ATTITUDE TOWARD THE MILITARY SERVICES RESULTING FROM AN ORIENTATION CONDUCTED BY THE UTAH NATIONAL GUARD

Starr Duane Randall, M.S.
University of Utah, 1974
Adviser: Milton C. Hollstein

The purpose of this study was to measure the effectiveness of a military orientation conducted in Utah high schools by the Utah National Guard. Guard officials cooperated in the study.

The Solomon Four-Group Design was the basic experimental model. Subjects were 111 seniors in three schools. Thirty-three subjects were pretested and posttested but did not attend the orientation; forty-one subjects attended the orientation and were posttested, but without a pretest; twenty-two subjects were posttested without having attended the orientation or having been pretested.

The test instrument contained fifteen 5-point intensity scales. The first twelve of these measured attitudes toward specific military topics. The others measured overall attitude toward the military services, likelihood of joining a military service, and strength of feelings. Scores were summed, averaged, and subjected to single and multiple factor analyses of variance. Results were tested for effect of the orientation, effect of pretesting, and interaction effect of the combination. Other variables considered were religion, sex, ethnic background, and personal involvement (as measured by subject having a close relative as a member of, or employee of, a military agency).

Although most of the results were not statistically significant, they were in such a direction as to indicate: 1) that the orientation had an effect in causing attitudes toward the military services to become more favorable; 2) that the interaction of the orientation and the pretest may have been more effective than the orientation alone; 3) that the pretest without the orientation may have had a negative effect on attitudes; 4) that religious background had a differentiating effect on attitudes (Subjects belonging to the Church of Jesus Christ of Latterday Saints had the most favorable attitudes, compared with Roman Catholic and "other' subjects.); 5) that personally involved subjects had more favorable attitudes than others; and 6) that the orientation may have had a polarizing effect on attitudes.

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THE DEVELOPMENT AND EVALUATION OF BEHAVIORAL OBJECTIVES FOR JUNIOR COLLEGE INSTRUCTION ABOUT MASS COMMUNICATIONS

Janice Claire Rawson, M.A.
California State University
Fullerton, 1973
Adviser: Marvin J. Rosen

The lack of agreement among professionals on the objectives or content appropriate for courses about the mass media prompted the development, validation, and ranking of a collection of behavioral objectives for instruction about mass communications at the junior college.

Following the initial steps in Ralph Tyler's "rationale" for curriculum development, a pool of 120 instructional objectives by Benjamin Bloom, and subsequently rated by a selected 85-member nationwide jury of subject experts. Jury members judged each objective on its relative value to the average citizen-media consumer.

Ratings were recorded on a 7-point (6-0) bipolar graphic rating scale; the median scale value was calculated for each objective, and the pool ranked according to median scores. Unreliable or ambiguous objectives were identified by computing the interquartile range (Q) among the ratings for each objective. Objectives were rejected when they did not meet acceptance levels established for median scale values and Q values.

The 64 objectives meeting all established criteria indicate professional support for instruction leading to understanding of such concepts as "Freedom of the Press" and "The Public's Right to Know." The jury generally rejected objectives dealing with media history, films, and entertainment and favored instruction focused on the major profit-oriented information media, their characteristics, functions, problems, and responsibilities.

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A LOOK AT LOOK

Daniel L. Reeder, M.S.
University of Kansas, 1974
Adviser: Lee F. Young

Much of the thirty-four-year history of Look magazine was marked with changes, mostly toward better journalism. This study examines Look from its birth in 1937 through World War II, the period in which the magazine was, in a word, experimental.

The thesis describes the first issues of Look to form a basis for comparison and change in subsequent issues. It examines format, physical appearance, contributors, and writing approaches. It also discusses the pre-Look years of the Cowles family.

Look is examined in the light of the historical context of its first nine years. A major emphasis is Look's war coverage.

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A SURVEY OF MINORITY EMPLOYEES AND THEIR SUPERVISORS IN BROADCAST NEWS

Leverne Tracy Regan, M.A.
University of Wisconsin, 1973
Advisor: Vernon A. Stone

National samples of minority members of radio and television news staffs and their news directors were surveyed by mail. Two questionnaires, one for the minority news staffer and the other for the news director, were used to ascertain how both groups appraised the minority staffer's job situation and what opinions they have of the mass media's performance in covering the affairs of the Black community.

Some of the main results: 1) While minorities in the sample were not highly satisfied with their broadcast news jobs, they were more satisfied than dissatisfied with their overall job situation. 2) News directors in general rated the minority staffers' job performance as "good" or "excellent" and said their minority staffers performed with the same efficiency as did their non-minority staffers. 3) Neither news directors or minority staffers generally thought the mass media were doing a "good" or "excellent" job in their coverage of minority news. 4) Only eight percent of the minority news staffers said they preferred to work on minority news as opposed to general news.

Some minority critics of the mass media have said that minority journalists are generally dissatisfied with several important aspects of their job situation--such as super-vision and assignments--as well as their overall job situation. Major findings of this study fail to support this aspect of the minority critics' criticism, at least insofar as minorities in broadcast news are concerned.

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PROPOSALS FOR A FUNCTIONAL TYPOGRAPHY

Rolf F. Rehe, M.A.
Indiana University, 1972
Adviser: I. Wilmer Counts

An ever increasing amount of print communication confronts contemporary man, far more than can be absorbed by the average reader. The increased output of print information, however, has not been equalled by advancement in typographic message packaging. It is the task of the typographer to help the reader comprehend more print communication in less time. To achieve that goal, the results of scientific legibility studies need to be applied in typographic message packaging.

For this thesis, a broad accumulation of available legibility studies has been conducted. Major sources are various psychology, journalism, education, and typography journals which publish such studies. Eight methods of measuring legibility, categorized by M.A. Tinker, serve as general evaluation guidelines for selection of studies. Study results are pooled to form: I. recommendations (based on two or more highly similar study results); and II. proposals (a. based on one study result; and b. based on recommendations by researchers, but not necessarily supported by experimental evidence.)

Research findings and recommendations are typeset and printed in booklet form, together with brief background information. Research findings are applied in the booklet's design and typography. Purpose of the booklet, written in easily comprehensive style, is to present to media designers scientific legibility results for application in typographic message packaging.

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THE MIKE WALLACE PROJECT: AN ANALYSIS AND EVALUATION OF THE MIKE WALLACE BROADCAST INTERVIEW TECHNIQUE

Peter A. Richardson, M.A.J.C.
University of Florida, 1974
Adviser: Kenneth A. Christiansen

The technique employed by Mike Wallace and the personal qualities he exemplifies in the conduct of the television interview are subjected to analysis and evaluation.

The Mike Wallace method is recognized by the professionals as a departure from the rather perfunctory dialogue or exchange that was typical of the traditional broadcast interview. Mike Wallace employs the television interview as a journalistic tool to explore, in depth, the social issues and institutions of America and the human personalities which create and sustain them.

One of the major factors in accounting for the success and impact of the Mike Wallace interviews is the amount of research and preparation given them. Added to that is the academic and personal preparation of Mr. Wallace himself. The steps in preparation and methods of research are examined and documented.

Significant stages of Mr. Wallace's career are presented in chronological order with comments of responsible critics and colleagues cited which point to the important contribution he has made to broadcast journalism.

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EIGHT COLUMNISTS' COVERAGE OF GEORGE MCGOVERN'S 1972 BID FOR THE PRESIDENCY

Laurence Ashley Rigg, M.A.J.C.
University of Florida, 1973
Adviser: Harry H. Griggs

This study concerns the image projected of George McGovern for the 1972 Presidency by one segment of the media, that of nationally syndicated or distributed political columnists.

The study entailed a content analysis of all the columns written by eight columnists, four liberal and four conservative, from January 1, 1972, through November 15, 1972. Two major areas were examined - political attributes and personality attributes.

The 1972 campaign year was divided into 14 different time periods, and political and personality attributes were examined in terms of all eight columnists, the two columnists groups, and by individual columnists.

The results of the study showed that, as a group, the columnists were overwhelmingly negative in terms of political attributes, which included 95.9 percent of the 1978 items coded, but were positive toward Senator McGovern in terms of personality attributes.

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RADIO NEWS: THE *INTERCHANGE* EXPERIENCE

Robert Lyman Ritter, M.A.
University of Arizona, 1974
Adviser: Philip Mangelsdorf

Electronic journalism has reached a plateau, a state of perfection that nevertheless has seen little in the way of experimental programming. Television has introduced the half-hour and hour newscast, the magazine feature program, and the weekly news analysis show. The short hourly news summary is still the rule in radio and little has been done to cope with the flood of information listeners are exposed to, but to which they have little chance to respond, or question, criticize, or praise.

In an effort to develop a news program that provided for explanation, expansion of information, and contact with news sources at the local level, KUAT-AM, the University of Arizona's public radio station, introduced an experimental news show called *Interchange*; experimental because it permitted listeners to call in and talk with or question newsmen or offer opinions. In addition the program was supposed to actually put news sources on the air via telephone to answer questions. The program was innovative and out of the ordinary, but not totally successful for, among other reasons, a lack of flexibility. The author examines the milieu of radio news and *Interchange*, and offers a proposal to remedy the problems he observed.

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A HISTORY OF CABLE TELEVISION IN AKRON, OHIO AND A CASE STUDY OF ITS PERFORMANCE IN PRESENTING NON-ENTERTAINMENT PROGRAMMING COMPARED WITH CONVENTIONAL TELEVISION IN AKRON

John D. Rock, M.A.
Marquette University, 1973
Advisor: Warren G. Bovee

The development of both over-the-air and cable television in Akron, Ohio was greatly affected by its proximity to Cleveland. Signals from the strong VHF and UHF stations in Cleveland could be received in Akron, and Akron citizens were so satisfied with the Cleveland programs that only one local station -- WAKR, a UHF station -- was established in Akron.

When Akron CableVision, authorized by the Akron city council as Telerama, Inc. in 1965, went into operation in 1969, some hopes were expressed that this cable television system would provide the citizens of Akron with increased local public affairs programming. A comparative study of the non-entertainment programs on cable television and on over-the-air television during a two-week period preceding the national elections of 1972, however, revealed that these hopes were not realized. Although subscribers to the cable system were able to receive stations in Canton and Youngstown as well as those in Cleveland and Akron, there was no significant increase in local, non-entertainment programming made available to cable subscribers. CableVision's automated services provided little that was not already available to local viewers through other media.

Since the test period, however, CableVision has made some progress in providing local origination programs. If this progress continues, the original hopes that cable television would provide not only improved picture quality but also improved and more extensive local public affairs programming may be realized.

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RACE PROBLEMS OF THE BLACK AMERICAN AS COVERED BY LIFE AND LADIES' HOME JOURNAL FROM 1945-1962

Patricia Adams Roesch, M.A.
Syracuse University, 1974
Adviser: Roland E. Wolseley

Covering the period from 1945 through 1962, this study documents the coverage in Life and the Ladies' Home Journal given to race problems of the black American in the United States.

With the exception of the Reader's Digest, these two magazines (according to their circulation figures) reached more people in the United States during these years than did any other publications. The researcher was curious about what these millions of Americans found in Life and Ladies' Home Journal on a subject of social concern which, especially in the later years of the study, reached crisis proportions. The study documents all articles which appeared on these two magazines' pages during this time period, involving conflict between blacks and whites because of color. The project was undertaken with two questions in mind: how much space did each magazine devote to race problems? and what kind of coverage did each magazine provide? It is not a comparison of the two magazines' performance.

Conclusion of the study revealed that Life carried substantial coverage of race problems during these years (averaging thirty pages a year), mainly from the news angle, and that the coverage generally increased and decreased as the news events fluctuated. Life also published several long, in-depth features on black Americans, integration, white attitudes and background and history of the civil rights struggle.

The Ladies' Home Journal presented no coverage of race problems from the news point of view and very little coverage in features. In the eighteen years examined, about forty pages were devoted to the subject, an average of slightly more than two a year.

As a kind of control, the researcher examined the category "Negroes-U.S." and all sub-classifications in the New York Times Index from 1945 through 1962. This served to show the major news events relating to integration/segregation and other problems facing the black American, and provided something of a background against which to view the coverage of these subjects by the two magazines studied. The comparison bore out evidence that Life attempted to cover the news items on race problems and to offer its readers background and interpretive features, and the Ladies' Home Journal did not.

The researcher concluded that Life, in spite of being a reflector of the status quo and mirroring the surface of the racial situation in the United States, took some tentative steps in the direction of more "fair" or balanced coverage, by presenting to its readers some background, history, local feeling and conflicting opinions on the racial situation. As a news/picture magazine, Life could not ignore racial conflict when it was foremost in the news; but the magazine also drew into the integration/segregation dispute some of the many contributing factors which were often overlooked.

The Ladies' Home Journal did not cover race problems to any significant degree during this time. Although the perfect vehicle and the accompanying perfect formula existed in the Journal to present black American families as well as white, and to broaden the cultural environment of white America by including some of the contributions of black America, this was not done. Unable to cover the racial situation within the protective context of it being news, the Journal ignored the subject. It is almost impossible not to reach the conclusion that the magazine's publisher and editors determined that coverage of race problems would be injurious to the Journal's circulation.

Further study based upon the documentation here should be useful in proceeding toward conclusions regarding the degree of social responsibility taken on by mass magazines in reporting or commenting on integration in the United States.

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THE LUMBERMAN'S GAZETTE: AMERICA'S FIRST LUMBER JOURNAL

David Laurence Rogers, M.A.
Michigan State University, 1973
Adviser: W. Cameron Meyers

Examines the first lumber trade publication in the United States, published in Bay City, Michigan, 1872-1885, and the destruction of the nation's forests, especially the valuable and irreplaceable white pine of Michigan and the midwest. The study is a history of the Gazette and an editorial analysis of the Gazette and the general press concerning the rape of the forests by lumbermen. The publishers of the Gazette, who were also daily newspaper editors, were found to have conflicts in interest because they also served as secretaries of lumbermen's associations. Despite these conflicts, however, the Gazette and the press spoke out sharply against the destruction of the timber on many occasions. The comments were muted by a lack of public concern for the environment and the fact that lumber was needed to build a growing nation and fuel the economy. Statements by lumbermen, printed in the Gazette, reveal their greed and absence of concern for the future environment. Government, which had not yet developed a system for regulation of the use of natural resources, was operated under a theory of economics in which it was considered unpatriotic to oppose business interests.

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A STUDY OF READER ATTITUDES TOWARD THE FORT DODGE MESSENGER

Marshel D. Rossow, M.S.
Iowa State University, 1974
Adviser: J. K. Hvistendahl

This study examined attitudes of Mail, Home and Farm edition subscribers toward the Fort Dodge Messenger. The study looked at reader satisfaction with the paper as a whole as well as with performance in specific areas.

It was hypothesized that (1) attitudes would vary according to performance area being studied; (2) overall scores would be favorable toward the paper; (3) Home edition subscribers would show most favorable attitudes; (4) Farm edition readers would rate the paper lowest, and (5) Mail edition readers' attitudes would be somewhere between those of Home and Farm edition readers.

The Brinton, Bush and Newell questionnaire for studying attitudes toward specific newspapers was sent to a random sample of 190 subscribers from each edition. Of these questionnaires, 328 were returned and used in the study.

When results were tabulated and analyzed, it appeared that, overall, the Messenger was received favorably by a large majority of respondents. Of the five hypotheses, the first, second and fourth were supported, the third and fifth were not.

In 14 performance areas studied, only one, Independence from Pressure, received an overall negative score. Mail edition readers rated the paper highest throughout the study, with Farm edition readers giving lowest scores and Home edition readers only slightly more favorable scores.

Among demographic groups, older readers showed the most favorable attitudes.

More satisfaction was shown by women than by men, and "blue collar" readers gave relatively unfavorable scores compared to other occupation groups.

Religion and political affiliation generally appeared to make little difference in attitudes.

Readers with higher incomes showed more favorable attitudes, but there were no consistent differences among readers with various amounts of education.

Further research could include comparisons of this study and past or future studies of other papers. It could also include a study based primarily on demographic characteristics rather than edition of readership, or a study by means of personal interview rather than by mail questionnaire.

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DEVELOPMENT OF DIDACTOR PROGRAM FOR IMPROVEMENT OF WRITING SKILLS

Virginia J. Rouse, M.A.
Indiana University, 1974
Adviser: I. Wilmer Counts

Modern research indicates the need for students to be involved in the learning process. Programmed materials for use on teaching machines are especially designed for this.

This researcher developed and tested a film to be used on the Didactor machine to teach students to improve writing style. Teaching methods of Ken Macrorie as outlined in *Telling Writing* and *Writing to Be Read* were used as models.

The film presents a concept, tests the students' understanding of the concept, and reviews areas where incorrect answers are selected.

In this study, 20 students from White River Valley Institute, Indiana Vocational Technical College, were asked to write for ten minutes. The Didactor program was then used by each person tested. Another writing followed. Three readers with writing expertise scored each of the coded writings with no knowledge of when they were done. Each paper was tested on eight points--tight construction, fresh use of words, concern for audience, letting the facts speak, use of dialogue, parallel construction, alliteration and grammar. An overall improvement of .29 on a five-point scale resulted. Most improvement was shown in letting the facts speak and concern for the audience, which were particularly emphasized in the program.

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JAMES R. RECORD AND THE FORT WORTH STAR-TELEGRAM

Robert Paul Rowan, M.A.
East Texas State University, 1973
Adviser: Otha C. Spencer

The purpose of this study is to write a biography of James R. Record, managing editor of the *Fort Worth Star-Telegram* from 1923 to 1954, and to present a view both of the man and the conditions prevailing at the newspaper during his tenure in order to understand Record's philosophy as an editor. The study covers his life from 1885 to 1973, but emphasis is placed on those years when he was managing editor.

Because Record scorned personal publicity during his active years, little published material on him is available. Research primarily consists of personal interviews and correspondence with other outstanding journalists. Information gathered by these means is supplemented by written material available in the files of the *Star-Telegram*.

Research indicates that Record was one of the most important influences in the establishment of the editorial philosophy of the *Star-Telegram* and that Record was totally committed to his job as managing editor, showing compassion and understanding in his dealings both with his staff and with the public. Within the staff, close relationships and good spirits apparently prevailed.

It is the conclusion of this study that Record contributed not only to journalism in his particular area, but to the profession as a whole. Moreover, he did so in such a manner as to gain not only the respect but the admiration of those with whom he came in contact.

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AN INVESTIGATION OF THE EFFECTS OF COMPETITION AND COOPERATION ON THE ACCURACY AND CONGRUENCY OF COMMUNICATION IN COORIENTED DYADS

Nona E. Saling, M.A.
University of Kentucky, 1973
Adviser: Leonard P. Tipton

This paper reports two studies which tested five hypotheses concerning the effects of competition and cooperation on accuracy and congruency and the effect of Machiavellianism on accuracy and congruency. Conceptually, it relies on Newcomb's model of coorientation. Accuracy is defined as the degree of correspondence between a person's attitude toward an object and another person's estimate of the attitude; congruency is perceived agreement, and is defined as the degree of correspondence between a person's attitude and his own estimate of another person's attitude and his own estimate of another person's attitude.

The first study (N=110) showed that low machs are more accurate about their partners than high machs, and that subjects in the competitive condition were more accurate than cooperative.

Findings of the second study (N=90) were that low machs assume more agreement than high machs. There is some evidence that the addition of rewards strengthens the relationship of Machiavellianism to both congruency and accuracy. There was a non-significant trend for rewarded subjects in competitive and cooperative conditions to be more accurate than non-rewarded subjects. Inspection of the cell means show that there is a non-significant trend of an interaction between reward level and competition/cooperation of congruency.

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INFORMATION TECHNIQUES OF A CITIZEN ENVIRONMENTAL ORGANIZATION

Cynthia Sampson, M.S.
University of Wisconsin, 1974
Advisor: Herman Felstehausen

"The Wisconsin Coalition for Balanced Transportation is a state-wide citizen action organization which is pushing for increased use of public transportation modes, other multi-passenger vehicles and bicycles in place of an over-dependence on the private automobile." So begins a Coalition fund-raising letter.

I have worked with the Wisconsin Coalition for Balanced Transportation since it was formed on February 19, 1972. For the first year and a half I served in the capacities of newsletter editor, treasurer and membership chairman. My living room was the "home office" of the Coalition, which was an entirely volunteer organization until the summer of 1973. At that time I went to work full time for the Coalition. More than a full-time work load for one person existed and I looked forward to the diversity of work to be done and particularly the aspect of helping build a new organization. That I am no longer working full time for the group is due entirely to our inability to raise the additional money to pay a salary.

This paper is not intended to be a case study of the Wisconsin Coalition for Balanced Transportation. Instead I have tried to select those points that would make a case study useful to other groups attempting to organize citizen action, plan a symposium, start a newsletter or recruit members. The value to others of our experiences lies in the specific procedures developed and lessons learned, and I shall outline them here, chronologically when important and in an almost guidebook fashion. The issues involved are only of peripheral importance. What I am discussing are the information techniques available to a low-budget, voluntary, citizen-action organization.

However, by leaving out the particular issues with which we were concerned, except where they illustrate the purpose of a strategy, I am by no means suggesting that the issue is of lesser importance than the technique. All actions must of course be guided by a philosophy based on sound ecological principles and sensitivity to social and economic needs as well as environmental considerations. For example, in the case of balanced transportation, stress is always placed on conservation of energy and other resources, achieving the optimum use of land, and developing a transportation system that will serve the needs of all citizens by achieving a more balanced development of the different modes. The substance of any communication is of foremost importance, and a group's position on any issue should be carefully developed to be consistent with the group's overall purposes.

In less than two years we have not found all the answers. We have discovered some successful methods and eliminated others through trial and error. Our members brought with them some kinds of experience. The rest can only come with time. Nevertheless, getting involved in citizen action is challenging, stimulating and usually a lot of fun. An office can be throbbing with activity with the phone constantly ringing, or completely quiet with days of weeks devoted to bookeeping, files, membership cards and mailing lists. A healthy mix of the two extremes is best, particularly when only one person is staffing the office. Simple organizational chores can take twice as long to do in a hectic atmosphere, but if the phone never rings, something is amiss.

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TREATMENT OF MEXICAN AMERICANS BY SELECTED U.S. NEWSPAPERS JANUARY - JUNE 1970

Leo A. Sanchez, M.A.

Pennsylvania State University, 1973

Adviser: Arthur M. Barnes

For this content analysis ten newspapers were selected from New York City, Washington, D.C., Detroit, Chicago, St. Louis, Denver, San Antonio, Albuquerque, Phoenix and Los Angeles. It was hypothesized that newspaper coverage of Mexican Americans would decrease as distance from centers of Mexican American activity increased, that negative news would receive more emphasis than positive news, and that most Mexican American news sources would be employees of government agencies or other "establishment" groups.

The study found that:

Coverage of Mexican Americans did not necessarily receive less emphasis as distance increased, but a newspaper was more likely to give greater emphasis to local news or to news originating in its state or area.

Most of the newspaper articles concerning Mexican Americans were negative. Where attribution was used in articles concerning Mexican Americans, most of the time the source was not Mexican American. Where Mexican Americans were cited as the source, most of those to whom attribution was made could not be identified as government employees or members of "establishment" organizations.

Coverage of Mexican Americans varied from paper to paper, but there was no significant difference in the way Southwestern and non-Southwestern papers, as groups, covered Mexican American affairs.

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A HISTORICAL ANALYSIS OF THE NEWS AND TRUTHS: PIONEER RELIGIOUS WEEKLY MAGAZINE PUBLISHED BY H. BOYCE TAYLOR IN MURRAY, KENTUCKY, FROM 1906 UNTIL 1932

Lynn A. Sandusky, M.S.

Murray State University, 1973

Adviser: J. Neil Woodruff

In 1897 a young minister, recently graduated from a Baptist seminary, was selected by the Murray Baptist Church to fill their empty pulpit due to the unexpected death of their former minister. This young man proved during a flu epidemic when he failed to obey the health restriction and finally the *News* fell with the death of its editor in 1932.

The study covered the history of the paper from its beginnings in 1906 until its demise with the death of its publisher in 1932. It contains a short biography and auto-biography of its editor, examines three major storm periods in the paper's editorial life that threatened to destroy the paper, and finally includes a content analysis of the editorial and advertising contents of the paper.

The content analysis was determined from two selected issues taken from each year of the *News and Truths* publication for the 26 years it was published. The methodology consisted of classifying the major areas of editorial thought and advertising by the total amount of copy line space given to each subject or idea. Taylor devoted most of his editorial space to 13 major subjects or ideas. He wrote about Baptist foreign missions, Bible stories, church business, Bible lessons, Baptist denominational policy, moralisms, religious thoughts, Bible moral stories, and letters to the editor were the major subjects. moting his annual Bible Institutes and schools, his bookstore the Cash Book House, Murray Baptist Church programs, and selling *News and Truths* subscriptions.

Finally, the production and circulation methods were examined, showing how the *News and Truths* went from a hand press operation to build a circulation that reached out across the world.

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A QUALITATIVE STUDY OF THE FORCEFULNESS OF LOCAL AND NON-LOCAL EDITORIALS

David Santos, M.A.

California State University
Fresno, 1973

Adviser: Dayle Molen

This study was of the relationships between newspaper editorial forcefulness and variables of topic distance, political ideology and geographical setting. Research was in terms of the following substantive hypotheses: that decreasing editorial forcefulness is positively related to a decreasing distance between the event and the newspaper circulation area; that such a loss of forcefulness is not related to political newspaper ideology, and that editorials on local events will be less forceful than those on events of all other types.

Relatedly, 96 editorials from four newspapers--The St. Louis Post Dispatch, The St. Louis Globe Democrat, The Sacramento Union and The Sacramento Bee--were selected for judge-scoring evaluation. Appearing between June 1 and August 31, 1971, these editorials fell into four categories: local, state, national and international. Scoring was on two ordinal-type scales--one measuring the forcefulness of editorial treatment merited by the event; another measuring such forcefulness in the editorials themselves. Relevant means of summed differences (discrepancies) between scores on these scales were compared via T-tests of statistical significance.

Findings provided evidence that all newspapers treated "state" issues less forcefully than other issue-types; "conservative" newspapers tended to editorialize less forcefully on "local" issues than did their "liberal" counterparts. Finally, "local" editorial treatment--for all newspapers-- was significantly less forceful than the combined editorial treatment of "state-national-international" events. Some of this evidence may have resulted from the fact Sacramento is a state capital.

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FEASIBILITY OF USING A PRETEST TO CAUSE DESIRED OPINION CHANGE AMONG MAGAZINE SUBSCRIBERS: A CONTROLLED FIELD EXPERIMENT

John Frederick Schlatter, M.A.

The University of Tennessee, 1973

Adviser: Barnard K. Leiter

This study tested the hypothesis that the act of a magazine publisher sending his subscribers a questionnaire asking their opinion of the magazine and their preferences for future articles will cause them to have a more favorable opinion of the magazine. To test the hypothesis, a controlled field experiment was conducted on subscribers to Sports Digest magazine who live in Knoxville, Tennessee.

A treatment group of 198 randomly selected subscribers received a questionnaire complete with cover letter, from Jack Sharp, publisher of Sports Digest. The questionnaire asked them to tell what type of articles they would like to see in the magazine and what they thought of Sports Digest in general. A stamped, pre-addressed envelope was provided for returning the questionnaire. A control group of 202 randomly selected subscribers did not receive the publisher's questionnaire.

After two weeks, subjects in both the treatment group and the control group received a questionnaire, identified as part of a thesis project, which asked them to give their opinions about Sports Digest on a twelve-item, Likert-scale form. Subjects had no way of knowing that this survey was connected with the publisher's questionnaire.

Subjects in the treatment group returned 110 completed questionnaires (55.6 per cent), while control subjects returned 105 (51.9 per cent). Responses were analyzed to determine if subjects in the treatment group had a significantly more favorable opinion of the magazine than did subjects in the control group.

No significant difference was found between the two groups with regard to general opinions about the magazine. However, the treatment group did give a significantly more favorable response to one item which involved a specific fact contained in the treatment questionnaire.

It was concluded that the publisher's

questionnaire was not an effective device for causing favorable opinion change among the subscribers, but it was effective in making the subscribers aware of specific facts about the magazine.

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THE BIG STONE LAKE CHAUTAUQUA AND SUMMER SCHOOL INSTITUTE

Mike Schliessmann, M.S.
South Dakota State University, 1974
Advisor: Wayne Hoogestraat

The study was undertaken to provide a selective history of the Big Stone Lake (South Dakota) Chautauqua and Summer School Institute. The Chautauqua was a part of the larger Chautauqua movement which flourished in this country from 1874 to 1932. The Summer School Institute complied with South Dakota law to provide training for part of the state's teachers.

The Big Stone Lake Chautauqua presented its first program the summer of 1899 and held continuous summer programs through the summer of 1925. It was structured much like the Mother Assembly at Lake Chautauqua, New York. The main aim of the study was to examine the communicative and educational environment of the area. The initial concern of the Chautauqua was to provide enlightenment and enjoyment for the area residents. During the early years of the Chautauqua, enlightenment and enjoyment were equally mixed. As the Chautauqua aged, however, enlightenment, usually in the form of lectures, became less prevalent as entertainment features increased. The research did not indicate why this occured. Both aspects, enlightenment and entertainment, provided a communicative environment. The study was aimed more directly, however, at determining the information diffusion function of the Chautauqua.

The lectures presented at the Big Stone Lake Chautauqua were examined to determine this function of information diffusion. Other information sources of the area were also examined. It was determined that area newspapers (there were four weekly papers within twelve miles of Big Stone City) were printed on boilerplate. Most of the information in the news sources were of a very general nature or dealt mainly with local happenings. Radio had not gained a foothold in northeastern South Dakota or western Minnesota by the time the Chautauqua ceased operation in 1925.

The lectures given at the Chautauqua generally dealt with subjects of national or international interest, politics, or social, moral or religious issues. Since the Chautauqua only operated during a few weeks during the summer, the lectures were not always current. It can be said, however, that most lecturers had first-hand knowledge of their subject matter. The conclusion drawn was that the information supplied at the Chautauqua was supplemental to information obtained from other sources.

The Summer School was usually held at the same time and place as the Chautauqua. A link between the two is assumed but was not well substantiated throughout the research. Some references were made to teachers attending the Institute also using the Chautauqua programs for additional information.

Other aspects of the Chautauqua were also studied, but these had little to do with the communicative or educational environment. These included the organizational structure and finances of the Big Stone Lake Assembly Association, the facilities of the grounds, and factors influential in beginning the Chautauqua.

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EDWARD ZANE CARROLL JUDSON (NED BUNTLINE) -- THE GRANDADDY OF DIME NOVELISTS

John W. Schmidt, M.A.
University of Wisconsin, 1973
Adviser: Douglas C. Jones

Dime novels were made popular by the publishing house of Beadle and Adams in the 1860s. Given the name because of their ten cent price, these books were widely distributed in every community until the 1900s when replaced by pulp magazines. Subject matter of these cheap paperbacks ranged from reprints of the works of Sir Walter Scott to tales of the sea, and, perhaps most popular of all, stories of Western adventure. Edward Z. C. Judson, better known as Ned Buntline, was one of the earliest of this genre of cheap fiction novelists, writing more than two hundred serials and paperbacks.

This thesis examines Buntline's career as a novelist, sometimes journalist--albiet of the sensational variety, and his efforts as a mythmaker of Western legends, especially in the case of William F. Cody.

The purpose of this study is to examine the proposition that Buntline, thinking he knew what the Eastern public expected of the Western frontier, created legends for profit by exploiting Eastern curiosity of the Western Plains. Using Joseph Campbell's requirements and functions of mythology in society, this study demonstrates that Buntline created the legend of Buffalo Bill and in doing so fulfilled the standards of mythmaking as set forth by Campbell.

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SOVIET PRESS THEORY AND DISSENT IN THE UNION OF SOVIET SOCIALIST REPUBLICS, 1953-1974

Elliot Schreiber, M.A.
Pennsylvania State University, 1974
Advisor: Donald Smith

The objectives of this thesis were to analyze the relationship between Soviet press theory and dissent, particularly in the underground (samizdat) publications of Russia. The writer surveyed the history of dissent in Russia since 1953, the nature of dissent, and the handling of it by the Soviet officialdom. Dissent was defined as any non-commercial message which attacked the existing form of government or its policies, or both. Dissent was limited to that which is found in film, magazines, television and radio, or samizdat. Chapters of the thesis included the history of Soviet dissent, samizdat, Soviet press theory, and case histories of three well-known Soviet dissidents. The writer found substantial evidence to support his suppositions that: (1) the "communications revolution" has affected the role of the Soviet press as the primary "propagandizer" of Marxist-Leninist ideology,(2) that the Soviet handling of dissent has been and continues to be affected by world public opinion, and (3) that there is a difference between the handling of well-known and lesser-known dissidents

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EDITORIAL AND OPINION PAGE COVERAGE OF THE PRESIDENTIAL ELECTION CAMPAIGN OF 1972 BY FIVE MICHIGAN DAILY NEWSPAPERS

Donald James Sevener, M. A.
Michigan State University, 1973
Adviser: W. Cameron Meyers

The function of the press in a free society is to serve as the guardian of the public welfare. It achieves this noble and vital purpose through its role as informant of the people. The press can fulfill its role through a variety of devices--from television and radio news programs to newspapers and magazines. One device that is particularly valuable and appropriate for promoting understanding of events on more than a mere superficial level is the interpretation and analysis provided by a newspaper on its editorial and opinion pages. And the quality of the editorial coverage of events supplies an important measure of the degree to which the editors of a newspaper acknowledge the responsibility of the press to inform the people and the extent to which they honor that obligation.

This study is designed to evaluate the editorial and opinion page coverage of the 1972 presidential election campaign by the five largest metropolitan daily newspapers in Michigan to determine if these papers fulfilled their responsibility to inform the people. An analysis of the editorials and political opinion columns of the Detroit News, the Grand Rapids Press, the Flint Journal, the Detroit Free Press, and the Lansing State Journal for the period July 10 through November 7, 1972 provides an edifying insight into the sense of journalistic responsibility exhibited by these newspapers as well as how they fulfilled that responsibility by furnishing understanding of the campaign for their readers.

A standard by which to judge the editorials and opinion columns of these newspapers was readily established through secondary reference material relating to the function and purpose of the editorial and opinion pages. These data enabled the postulation of criteria for evaluating the content of the editorials and columns in terms of the interpretation and analysis they provided for the reader. A critical analysis of the content of the opinion pieces based upon the insight into the campaign they offered for readers and how they matched interpretative standards set forth by various press critics served as the basis for conclusions drawn in the study.

The most salient observation to be derived from this study is that, in general, these five newspapers--representing more than 50 per cent of the daily Michigan circulation --did not, through their editorial and opinion pages, uphold the responsibility of the press to inform the people. There was a mixture of some specimens of brilliant interpretation as well as some examples of mediocre analysis. There were instances when certain editorials or opinion columns provided readers with an overall view of all the implications of various issues or events in the campaign. But this type of perspective was usually overshadowed by less cogent and informative analyses. On balance, the editorial and opinion page coverage of the 1972 campaign by these newspapers did not supply the quality analysis or opinion leadership that would be expected of a newspaper that had a clear notion of its obligation to its readers and the determination to fulfill that obligation.

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A "SUPERSOLDIER" AND THE PRESS: A CASE STUDY OF HOW SIX METROPOLITAN NEWSPAPERS REPORTED ALLEGATIONS OF WAR CRIMES AND THEIR COVER-UP MADE BY LT. COL. ANTHONY B. HERBERT, U.S. ARMY

Erwin A. Sharp, M.A.
University of Wisconsin, 1974
Adviser: Scott M. Cutlip

Lieutenant Colonel Anthony B. Herbert, U.S. Army, in March 1971, filed charges against Brigadier General John W. Barnes, Commander 173d Airborne Brigade, and Colonel J. Ross Franklin, Deputy Commander, for dereliction of duty while in Vietnam. Herbert claimed he reported war crimes to the two officers in 1968 and 1968 and they failed to take action on the reports.

This study shows the coverage provided by the New York Times, Chicago Tribune, Washington Post, St. Louis Post-Dispatch, the Los Angeles Times, and the Atlanta Constitution. It looks specifically at the accuracy of the reports when compared to results of lengthy investigations by both the U.S. Army and by Barry Lando for the CBS "Sixty Minutes" program, Feb. 4, 1973, to determine whether or not the newspapers reported the most reliable and most accurate information reasonably available.

The study revealed that some newspapers reported unsubstantiated allegations as fact. The New York Times and the St. Louis Post-Dispatch also took an editorial position based on unsubstantiated allegations. Bob Cromie, a Chicago Tribune columnist, did the same thing in one of his reports. The study also shows numerous incidents of erroneous or careless reporting, especially by the New York Times.

Finally the study questions the thoroughness of some newspapers for not having more thoroughly checked allegations made by Herbert. None investigated Herbert's allegations until after the Army released a fact sheet on Nov. 5, 1971 which indicated Army investigations had failed to substantiate many of Herbert's claims.

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A STUDY OF ETHOS IN MAGAZINE JOURNALISM

Elizabeth B. Shear, M.A.
University of Georgia, 1973
Adviser: Wallace Eberhard

The phenomenon of ethos, variously labeled as a source credibility or prestige suggestion, was examined in a study of college professors and their magazine reading habits. The experiment utilized a two-part questionnaire in which 112 teachers holding the rank of full professor at the University of Georgia were tested for their comparative reactions to a neutral message believed to come from different sources.

The first questionnaire, sent to 295 professors, was a pre-test to discover their ten favorite magazines (excluding professional journals), the number of consumer magazines to which they subscribed, and the amount of time they spent reading them each week. It also included a twelve-item list of topics of public interest which were tested for neutrality for use in the second questionnaire's test message and two questions asking the effect that magazines had upon their attitudes and opinions, in general and in their academic field. Of these questionnaires, 124 were completed and returned. From these it was found that on the average each professor subscribed to 6.47 magazines and that he spent 4.3 hours each week reading them. The population's ten favorite magazines, in order of popularity, were found to be Time, Reader's Digest, Newsweek, National Geographic, Saturday Review, U.S. News and World Report, Sports Illustrated, Southern Living, New Yorker, and Better Homes and Gardens.

In the topic-neutrality test, which asked about the participant's amount of concern for a general subject, the topic of television commercials was found to be highly neutral for use in the test message. In a five-part bi-polar semantic differential scale ranging from "greatly" to "none at all," nearly 80 per cent of the professors said that magazines affected their general attitudes "significantly, but not greatly" and "some." Nearly 68 per cent of the professors responded that magazines affected their opinions and attitudes in their academic field "some" and "not much."

These 124 professors were then sent the second questionnaire, which consisted of an article about television commercials (taken from the New York Times) and ten questions asking for their reactions to the article (was it interesting? well-written? etc.). All the questionnaires were identical except for a cover sheet naming the source of the article. One-third of the population was informed that it came from a popular magazine (Time, Reader's Digest, or Saturday Review); one-third believed that it was written by an advertising student; and one-third was given no source for the article. The hypotheses stated that the group believing the article came from a popular magazine would have, of the three groups, the most positive reaction to the message and that the group believing that it was written by a student would have the least positive reaction.

The hypotheses were not supported, however, when the Chi-square test proved that the responses were non-significant in that there was not enough variation from a chance frequency of response. No definite tendency, positive or negative, of one group compared with the others was found to exist in this particular experiment. The test appeared to show that in this instance the ethos of the source had an insignificant effect upon the impact of the message.

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THE PORTRAYAL OF ADULT SEX ROLES: A CONTENT ANALYSIS OF ADVERTISING PICTURES IN SIX WOMEN'S MAGAZINES

Marcia Kay Simmons, M.S.
Kansas State University, 1974
Adviser: Carol Oukrop

The media have been criticized in recent years by some who claim they have played a big part in reinforcing traditional sex roles. This study, a content analysis of advertising pictures in six women's magazines, should be of value to communicators who have the responsibility of continually evaluating their work.

A pictorial content analysis form was developed and completed on each advertising picture appearing in the first three 1974 issues of Family Circle, Good Housekeeping, Ladies Home Journal, McCalls, Ms. and Redbook magazines. The role of each person and the product they represented were recorded on the form. The role categories included parenthood, home care, glamour, leisure/recreation-1 (person alone), leisure/recreation-2 (with others) and career.

A total of 519 advertisements, including 793 persons, were categorized in this study.

The study indicated that similar percentages of men and women were portrayed in the parenthood role. Men, however, were seldom pictured with thier children alone and were most often shown with middle-aged sons.

The glamour category differed most between the men and women. Women were placed in this category 48.4 per cent of the time and men, 10.9 per cent. Men were most often shown in the leisure/recreation-2 category (42.4 per cent) in which women were found only 14.9 per cent of the time.

The data suggest that advertising critics are justified to a degree in saying advertisements do not present a full view of women's roles today. While 43.6 per cent of the United States women work today, only 10.2 per cent of the advertisements with women portrayed them in working roles. Men were shown in working roles in 25 per cent of the advertisements. Men dominated the high-status occupations while members of neither sex were pictured in low-status occupations.

Women were portrayed in advertisements for beauty products, cleaning products and clothing a higher percentage of time than men. Men were depicted in ads for cigarettes and food products more often than women.

While women were shown more often than men making small everyday purchases, men were brought into the advertisements for more expensive household purchases. Men clearly dominated institutional advertisements.

It was concluded that while few of the advertisements studied could be considered offensive to women or men, some of the roles portrayed were not particularly flattering or realistic.

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PUBLIC RELATIONS INFORMATION AND PRACTICES AS VIEWED BY WOMEN'S NEWSPAPER EDITORS

Jayne E. Simms, M.S.
University of Wisconsin, 1973
Adviser: Nellie McCannon

The purpose of this study was to examine women's editors views of public relations materials and practices. The study was done on a sample of newspapers representing all the dailies that circulate in Wisconsin. Data were collected by administering a structured interview and a written questionnaire to 16 editors. Simple frequency counts were used to analyze responses. Descriptions of the results include the editors' spontaneous remarks.

Editors appear to hold conflicting attitudes toward public relations practitioners. They believe the practitioner is generally competent in his field and is keeping pace with changing editorial needs but is often ignorant of the editorial requirements at individual newspapers. Editors say they are rarely pressured by public relations people to change or hold back unfavorable stories. They also point out that most practitioners are sincere and honest. Yet, space-grabbing for free advertising is their chief complaint against public relations practitioners. The majority do not believe they are abdicating their news gathering function to the public relations practitioner. However, all but one do not want the flow of public relations material to stop.

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FREEDOM OF THE PRESS IN HIGH SCHOOL NEWSPAPERS AND YEARBOOKS: A STATUS REPORT 1973-1974

Paula Ruth Simons, M.S.
Kansas State University, 1974
Adviser: Carol Oukrop

The purpose of this study was to determine the extent of censorship existing in high school yearbooks and newspapers, which authority in the school system is mainly responsible for restrictions, whether community standards affect the coverage of controversial items in school publications, how student editors view the restrictions, and finally, the underlying reasons for press censorship on the high school level.

To investigate the censorship problem, the author surveyed three major and two supplementary sources. Selecting 300 schools for mailing lists provided by the Journalism Education Association and the Quill and Scroll Society, the author sent questionnaires to (1) the student editors of the newspaper and yearbook; (2) the journalism adviser(s); and (3) the school administrator at each school. Advisers were requested to furnish names of community members and legal advisers, supplementary sources whom the author then queried. Although the main thesis information resulted from these questionnaires, personal interviews were also conducted with advisers, editors and administrators. The author also communicated with writers in high school journalism and with advisers who were involved in dismissals from their positions due to restrictions in press freedom.

The major finding from the surveys was that the advisers, not the administrators, are the principal sources of censorship. Related findings indicated that this censorship results from advisers' (1) possible feeling of incompetence because of lack of formal training; (2) lack of understanding of the legalities involving the press and thus a deficiency in clarifying press law and responsibility to the students; (3) disagreement among adviser, editor and administrator because of lack of formal guidelines, policies and/or boards of publication.

Overall findings indicated that most high school journalists operate a controlled press.

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THE ASHLAND PRESS: AN HISTORICAL OVERVIEW

Paul J. Skamser, Jr., M.A.
South Dakota State University, 1973
Advisors: George H. Phillips
Vernon A. Keel

This study attempted to present a concise history of the newspaper at Ashland, Wisconsin, the Press. It also examined the geographic and historical background of the era and community in order to put the newspaper in context and it examined briefly the other newspapers which have been published in the community. Due to the broadness of the topic and the necessity of boiling down 100 years of history into manageable proportions to fit the scope of a thesis I chose to call my work an overview.

In the preparation of this study I relied on historical books and articles, the newspaper, itself, and personal communication with persons who have had a role in the history of the Press at Ashland.

My primary objective was to offer a history of the Press in a factual, concise and readable form. A second objective was to put the founding of the newspaper in a historical context, thus the first two sections of the findings entitled "Ashland's Genesis" and "Setting the Stage." The ninth section of the findings, entitled "Ashland's Other Journalistic Offerings," sheds light on the 18 other newspapers which have been published there. I endeavored to divide the main text of my work into manageable and logical sections based primarily on proprietorships and tranfers of ownerships, thus the 12 sections on the Press, itself.

The community of Ashland developed on the south shore of Lake Superior in an area rich in history. Its first newspaper, the Press, was founded in 1872 and has survived the competition of 18 other publications to today stand as the sole printed servant of the community. The Press has been basically under three ownerships in its 100-year history. It was started by Sam Fifield and under him it evolved from a small, three-man shop into a strong and prosperous publication although the publisher's political activities detracted from his active role. Under the Chappel family ownership the paper evidenced a highly personal type of journalism and there were also several significant historical publications. Since its purchase by the Evening Telegram Company chain it has been more bland than previously with a business-like attitude outweighing involvement in the direction of the community. Today the Press is a modern offset publication with a growing circulation.

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A STUDY OF DAILY NEWSPAPER COMPETITION: MOUNT PLEASANT, TEXAS, 1968-1972

William David Sloan, M.A.
University of Texas at Austin, 1973
Adviser: C. Richard King

An examination of the daily newspaper competition which existed from 1968 to 1972 in Mount Pleasant, Texas, the smallest U.S. town with competing dailies. Discussed are the nature of the competition, the causes of its elimination and the effects of its disappearance. Included also are supplementary chapters on trends in American daily newspaper competition, present-day competition in the U.S., causes and effects of the end of competition in the U.S., and histories of Mount Pleasant and newspapers in the town.

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PERCEIVED ROLE OF THE STUDENT EDITOR OF THE HAYMAKER

E. Lynn Smith, M.S.
Oklahoma State University, 1973
Adviser: Harry E. Heath, Jr.

Scope and Method of Study: This study served the two-fold purpose of comparing the expectations of three groups regarding the role of the editor of The Haymaker, student newspaper at Phillips University, Enid, Oklahoma, and of comparing those expectations to the expectations of three similar groups regarding the role of the editor of The Daily O'Collegian, student newspaper at Oklahoma State University, Stillwater, Oklahoma. The study at Oklahoma State University was conducted by Susan Huser Carter in 1970 for her master's thesis in journalism. This study followed the same research design and format used by Carter. The 28 participants in this study were members of the editor's Social System, and represented administration, student editor, and student news staff groups, the levels of the independent variable. Two active independent variables, Behavior and Function, were used to categorize 48 descriptions of an editor's behavior. Each respondent ranked his degree of approval or disapproval on a seven-point continuum. The respondent's mean score for each level of behavior was the dependent variable. The variable Behavior was sub-divided into Must-Do and May-Do categories. The variable Function was subdivided into News, Editorial, and Supervisory. A three-dimensional factorial analysis was performed on the scores.

Findings and Conclusions: The analysis of data in this study showed positive correlation with the Carter findings and, with only minor exceptions, confirmed that the same role perceptions exist in individuals at Phillips University as at Oklahoma State University. Significant differences do exist in expectations for the editor's role among the three groups responding. Position within the Social System is an important determinate for an individual's perception and expectations of the editor's Behavior. The editor's Supervisory Function was most highly approved by all three groups and the Editor group placed more responsibility on the editor's role than did either of the other groups. The author recommends that one of two actions be taken. Either the development of policy statements to remove misunderstanding in areas of conflict over the editor's behavior, or the separation of The Haymaker from the "official" university structure and establishment of The Haymaker as an independent newspaper.

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AN ACCURACY STUDY OF ENVIRONMENTAL REPORTING IN THREE NATIONAL NEWS MAGAZINES

Kenneth L. Smith, M.S.
Iowa State University, 1973
Adviser: James W. Schwartz

This study was an attempt to examine the accuracy of the media from three standpoints: (1) To get an index of the accuracy of environmental coverage by measuring the accuracy of this coverage in three national magazines as perceived by a select sample of scientists. (2) To find the causes for any inaccuracy which may have occurred. (3) To determine if the scientists' predispositions affect their perceptions of the accuracy of a message's content.

The study was constructed to test the following hypothesis: a receiver's predispositions towards the content of a message will affect his evaluation of the accuracy of that message.

A respondent sample of fifty faculty members at Iowa State University each judged three of twenty-five articles from the magazines Time, Newsweek, and U.S. News and World Report. Each respondent judged one article as a predisposed judge (closely related article content and field of specialization) and two articles as an unpredisposed judge (article content and field of specialization not closely related). Twenty other receiver predispositions were measured by a questionnaire to determine their effect on accuracy evaluations.

The mean perceived accuracy score for all articles was 25.2 on a scale with a range of 0 - very accurate to 90 - very inaccurate with no one factor discovered as being solely responsible for inaccuracy. No significant difference was found between the accuracy responses of predisposed and unpredisposed receivers. A wide variability of accuracy responses was found, but only one of the dispositional measures, the respondent's credibility rating of the magazine the article appeared in, accounted for the variability. None of the dispositional measures relating to message content showed a correlation with the accuracy responses.

Further study could be undertaken to account for the wide variability shown in perceived accuracy evaluations.

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NADER AS LEVIATHAN: AUTHORITARIAN TENDENCIES IN AN ALTERNATIVE COMMUNICATOR

Zay N. Smith, M.A.
University of Iowa, 1973
Adviser: William J. Zima

The study investigates possible authoritarian tendencies in Ralph Nader, especially as they are perceived in the Ralph Nader Congress Project: Citizens Look at Congress.

The study begins with a discussion of the symbiotic balance in any open society between individual and collective interests. The proposition is stated in terms of the maximization of individual rights, authority, and responsibility while maintaining the commonweal.

Out of this discussion evolves the concept of the Leviathan: the authoritarian power system that can develop if the individual is not protective of his sovereignty. It is offered that a Communications Leviathan can enforce its will through the shaping of information fed to the individual. One safeguard against such manipulation is stressed: a chaos of information, an unlimited free flow in which there is a meaningful competition among a maximum amount of points of view--allowing the individual to seek the truth for himself.

It is then shown that the Ralph Nader Congress Project has developed into an unresponsive bureaucracy which offers the public no access to any of its filed information: a "citizens' project" that is closed to the citizenry. It is argued that the project further shows authoritarian tendencies in its attempt to impose a single rough vision of the reality of Capitol Hill with formidable media clout. The massive Congress Project, with no immediate communications peers, is hard to balance and tends to be definitive by default. There is perceived in Nader a change from alternative communicator to aspiring ultimate communicator. The discussion involves the Congress Project as a whole, with special attention given to the profile of Congressman Edward J. Derwinski (R., Ill.).

It is concluded that there are the tendencies of the Leviathan in Nader that merit watching as he moves on to new communications enterprises.

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THE OMAHA STAR: ITS MAIN CONCERNS

Joyce E. Smithson, M.S.
Kansas State University, 1974
Adviser: Robert Bontrager

This study was done to determine the main concerns of the Omaha Star (currently Nebraska's only black weekly newspaper) through a content analysis of its editorials and crusade/civic-issue stories.

The Star was founded in 1938 by Mildred and S. Edward Gilbert. The Gilberts co-published the Star until their divorce in 1943. Since then Mildred (now Mildred Brown) has been the sole publisher.

A form of content analysis was used which was designed to identify and quantify the major themes of the editorials and of front page crusade/civic-issue news stories for a thirty-five year period (1938-1973). Major themes were placed into four content categories: civil rights, black accomplishment, politics, and others. This resulted in a total of twenty-five different major themes for editorials and twenty for crusade/civic-issues stories.

For both editorials and crusade/civic-issue news stories, the civil rights category was dominant. The percentage of major themes in the content categories of the editorials were: civil rights (46.7%), black accomplishment (23.8%), politics (10.9%), and others (18.6%). The percentage of major themes in the content categories of the crusade/civic-issue stories were: civil rights (42.9%), black accomplishment (25.7%), politics (5.7%), and others (25.7%).

Overall, the most frequently appearing major themes were: employment equality, community services, racism in general, civil rights groups and individual workers, self-improvement, black solidarity, black vote power, patriotism, and race pride.

A qualitative discussion of the Star's main concerns and viewpoint followed the quantitative reports. This discussion showed the

Star to be a medium through which the battle for civil rights has been fought, not only through words, but, through correlated actions of the publisher and sometimes the staff.

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AN INVESTIGATION OF THE ROLE OF THE NEWS MEDIA IN ENACTMENT OF SNOWMOBILE LAWS IN THE 1971 SESSION OF THE WISCONSIN LEGISLATURE

William J. Smoller, M.S.

University of Wisconsin
Madison, 1973

Advisers: Claron Burnett and John Ross

The goal of this communications descriptive analysis was to attempt identification of the role of the news media--particularly the print news media--in effecting enactment of Wisconsin's first substantive snowmobile legislation. This summary shall attempt to outline the findings of the previous nine chapters.

Attempts were made to determine whether members of the 1971 Wisconsin legislature: (1) Recognized the concern of Wisconsin news media in enacting snowmobile legislation; (2) related media concern to the legislative effort at hand; and (3) Allowed that concern to influence--favorably or unfavorably--attitudes toward pending legislation.

Responses to questionnaires distributed to Wisconsin legislators confirmed positive responses to all three questions.

In addition, preliminary investigation and survey work determined a continuing, though changing, media concern for the snowmobile. Examples of media "feature treatment" of the snowmobile as a recreational vehicle in the early days of the machine's development were offered. Subsequent news items and editorials about the machines' safety and environmental consequences were identified and collected.

The media, it was concluded, paid substantial attention to the snowmobile as an innovation first and potential hazard second. In addition, it was shown that local concerns over consequences of a snowmobile boom were impressed upon the "statewide" media and Capitol press corps. Introduction of legislation offering minor regulatory advances served to emphasize the issue's importance in the eyes of the Capitol press corps. Subsequently, a diligent press--especially The Milwaukee Journal--offered intensive and sometimes in-depth coverage of the environmental and recreational aspects of the machines. Numerous instances of well-timed news coverage or editorials were cited in The Journal and other news publications and sources.

The hypothesis offered earlier was: "The commercial communications media in the State of Wisconsin willingly played an important catalytic role in the enactment of comprehensive snowmobile laws in the 1971 session of the state legislature."

Evidence offered in the previous nine chapters has generally supported that hypothesis. However, even the guarantee of anonymity offered respondents was, it is felt, insufficient to prompt completely candid responses. In addition, personal comments might have been solicited--anonymously--to further support the survey's findings.

Additional investigation among media personnel as to overt and covert actions relative to news judgment and editorial content on the snowmobile issue--particularly in this time period--are appropriate.

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THE RELATIONSHIP OF SELECTED PERSONAL VALUES AND PRODUCT TYPES TO ADVERTISING EFFECTS

Leonard William Stabile, III, M.A.

University of South Carolina, 1974

Adviser: Kenneth Starck

Advertising research has for some time dealt with public reaction to particular advertisements and/or campaigns. Much of this research is done by individual agencies in charge of an advertiser's account.

Other advertising-related research takes a broader marketing-based approach such as determination of brand or product preference and effects on consumer behavior. These studies sometimes use a form of personality measure much as the self concept to predict consumer behavior.

The author of this study desired to obtain attitudinal responses to the advertising message itself. The advertising messages were designed to reflect specific personality variables, as measured by the Allport/Vernon/Lindzey Study of Values. Reactions were obtained and compared to dominant values held by respondents. This involves more than attitudinal reactions to advertising concepts, as advertising agencies often measure. It involves respondent personality characteristics as possible determinants of these attitudes.

The Method: Four print advertisements were created to reflect two of the six values measured in the Study of Values, the economic value and the social value. Two product types were incorporated into the advertisements in order to determine attitudinal differences on that basis also. The product types, a deodorant and a bank, were combined with the value concept, economic and social, to yield a total of four advertising concepts. These advertisements were pretested for validity. Also, a retention and preference test was constructed to measure attitudes toward the advertisements.

A sample of 104 students was taken from five English classes at the University. The students completed the Study of Values, were exposed to the advertisements, and completed the retention/preference test in that order. A delayed retention measure was obtained one week later with a slight attrition rate noted.

The Results: Social value advertisements were retained significantly more than economic value advertisements. Deodorant product advertisements were retained significantly more than the bank advertisements. Bank advertisements were preferred more than deodorant advertisements. There was no significant interaction between value orientation and attitudes toward advertising concepts. Retention data was analyzed by means of analysis of variance, and preference data by Chi square.

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NEWS WRITING BY BEGINNING STUDENTS: A CONTENT ANALYSIS

Ann Tresham Starcher, M.S.J.
West Virginia University, 1974
Adviser: Edward C. Smith

Content analysis of writing in the beginning reporting and news writing class (J-18) at the West Virginia University School of Journalism was conducted in search of insight into the problems that beset beginning writers. Error frequency was tabulated for grammar, punctuation, syntax, spelling, and organization.

The research method, content analysis, was used to ascertain which errors beginning reporters committed most often. Papers from five assignments written by a random sample of J-18 students were analyzed, with the following conclusions.

Spelling presented the greatest obstacle to beginners. However, spelling improved as the semester progressed.

Punctuation errors were the second most numerous mistake. Errors with the comma were the most frequent of punctuation errors. However, improvement was indicated.

The third highest percentage of errors was in the grammar division. Lack of agreement in person of pronouns and number of subject and verb accounted for many errors. No improvement was found. Also, several errors of indefinite antecedent for a pronoun were recorded. According to the data, students had increasing difficulty with errors in grammar.

Problems of syntax were the fourth largest, but improvement was evident.

Finally, organization of sentences into good news stories was the least difficult for the beginners to handle, according to the percentage of errors. The problem was reduced as the semester progressed.

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AN EVALUATION OF THE RELATIONSHIPS BETWEEN MAJOR FIELD OF STUDY, DOGMATISM AND NEWS-SEEKING BEHAVIOR

Lynne A. Stebbins, M.S.
Ohio University, 1974
Advisor: Hugh M. Culbertson

This study examined the inter-relationships among media-use behavior, level of dogmatism as measured by Rokeach's dogmatism scale, and major in school.

A self-administered questionnaire was completed by 199 undergraduate students in 12 Ohio University classes. The 12 classes were "core" offerings taken by majors in each of six schools and departments. Two departments, Art and Philosophy, were assumed to share a liberal-arts perspective. Two other academic units, Chemistry and Economics, represented the hard sciences. Finally, students in Journalism and Education came from vocationally oriented areas.

As predicted, students from different majors varied in media-use behavior.

The following differences stood out: (1) Journalism students read substantially more newspapers than did persons from the other five major areas. (2) Art majors listened to radio and watched TV more than did other students, particularly those in philosophy.

Also as predicted, students from the arts scored highest on the dogmatism scale, hard-science students the lowest. Vocationally oriented people from journalism and education fell between these extremes. This relationship was tentatively explained by referring to Rokeach's dogmatism theory and literature relating to vocational types.

Dogmatism did not correlate with media-use behavior or credibility ratings.

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TOTALITARIANISM AND THE PRESS: IDEOLOGICAL JUSTIFICATION USED BY HITLER, PERON, AND CASTRO TO CONTROL NEWS MEDIA

James David Steinberg, M.A.
University of Arizona, 1974
Adviser: Philip Mangelsdorf

This thesis is an examination of the use of ideology by totalitarian governments after their initial rise to power to justify undermining a domestic free press and the freedoms of foreign correspondents. The use of ideology focuses the study, but attention also is given to political action.

The thesis illustrates methods used by totalitarian governments to subvert press freedoms and uncover patterns in the use of ideology which transcend national dissimilarities. The early period of Adolph Hitler's rule in Germany, Juan Peron's in Argentina and Fidel Castro's in Cuba are considered to be representative of totalitarian governments, and are evaluated in a historical and theoretical framework.

Pronounced similarities in the use of ideology to undermine the authority of the existing press establishments were found in the three totalitarian situations.

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THE APPLICATION OF DIRECT MAIL ADVERTISING THEORIES TO EDUCATIONAL FUND RAISING

Amanda Celeste Stevens, M.S.J.
West Virginia University, 1974
Advisor: Edward C. Smith

This thesis supplements existing educational material for the preparation of development officers, by relating Direct Mail advertising theories to fund-raising. As the cost of higher education continues to rise and as competition for finances expands, the need for effective development officers increases. Direct Mail advertising is a useful tool in fund-raising.

For theories applicable to educational fund-raising, the author referred to respected Direct Mail practitioners. However, the majority of Direct Mail information available was written for commercial use, necessitating some editing for fund-raising. Because application is the work of the fund-raiser, possible applications of the theories are illustrated through analysis of an actual Direct Mail campaign for the West Virginia School of Journalism Endowment Fund. In this way, the thesis relates theory to application.

The thesis examines various phases of Direct Mail, including planning, creation, production, preparation and implementation of mailing, and testing.

Understanding the virtues and limitations of various formats enables the fund-raiser to produce the most effective mailing piece possible. Production processes are discussed to enhance understanding of formats. Additional considerations are the importance of carefully organizing and maintaining the mailing list and the importance of tests.

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A HISTORY OF THE FORT DODGE, IOWA, *MESSENGER*

Paul H. Stevens, M.S.
University of Kansas, 1973
Adviser: John B. Bremner

The *Messenger* has served the people of Fort Dodge and of Northwest Iowa for 101 years. This thesis examines the growth of the newspaper from its beginnings as a weekly to its present form: a six-day daily, circulation 27,000.

Reflected in the *Messenger*'s life span are changes that have affected American newspapers of all sizes. Fort Dodge once was a city of intense newspaper competition, but the *Messenger* is its only local newspaper today. The *Messenger*, locally owned for all but ten years of its life, is now part of a newspaper group. Linotypes that revolutionized the *Messenger's* printing in the 1890s have now been scrapped in favor of the cold-type process.

The history of the *Messenger* is presented chronologically, beginning in 1856 with the birth of its predecessor, the Fort Dodge *Sentinel*. Writing styles in this early period of Fort Dodge journalism are examined, and also the intense competition between the politically opposed *Messenger* (Republican) and the Fort Dodge *Chronicle* (Democrat). Recollections of *Messenger* employes of past and present are recorded.

The thesis stresses the importance of people in putting out a newspaper. A section is devoted to the life of Walter C. Howey, a Fort Dodge native who worked on local newspapers for a short time before leaving for Chicago and later fame with the Hearst organization.

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A STUDY OF THE *MILITARY REVIEW*: THE DEVELOPMENT OF A PROFESSIONAL JOURNAL

George D. Stewart, M.S.
University of Kansas, 1974
Adviser: Calder M. Pickett

The *Instructors' Summary of Military Articles* was first published in February 1922 at the General Service Schools, Fort Leavenworth, Kansas. In its fifty-two years, the magazine, now entitled the *Military Review*, has become a major military journal designed to afford the professional soldier a forum for the exchange of thoughts on military doctrine and on developing national and military strategy.

The *Military Review* is published in three editions--English, Spanish-American, and Brazilian. Its circulation at the end of 1972 was 22,000; it is distributed in more than sixty countries.

This thesis traces the development of the journal from its inception as a simple bibliographic catalog to its present format as a professional journal.

The study investigates the backgrounds and pressures that led to the changes in the journal's appearance, content, and professionalism. The material presented was developed primarily through a study of the administrative and historical files of the *Military Review*, analysis of the publication itself, interviews with past and present staff members, and consideration of social, political, and military pressures.

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A STUDY OF QUALIFICATIONS OF A RANDOMLY SELECTED SAMPLE OF KENTUCKY HIGH SCHOOL JOURNALISM TEACHERS

Brenda S. Stockdale, M.S.
Murray State University, 1973
Adviser: J. Neil Woodruff

The purpose of this study was to provide information concerning professional, practical and academic qualifications of a randomly selected group of journalism teachers and high school principles concerning their opinions on journalism education.

Two questionnaires were sent to a randomly selected group of journalism teachers and high school administrators in the state of Kentucky. Sixty-one questionnaires were sent to teachers and sixty were sent to high school principles. The response rate was over 61 per cent.

Eight justifications were answered in conducting this study. The hypothesis stated that the majority of the randomly sampled teachers would not be qualified to instruct journalism courses by state requirements, nor would they have college publication experience to perform duties in conducted journalism classes.

Only 10.8 per cent of the total number sampled were qualified to teach by certification standards. A high percentage (73.5 per cent) of respondents did have experience in educational media as students.

Almost 53 per cent of teachers indicated that they had professional media experience. Fifty per cent of the responding sample who had not majored or minored in journalism at the college level had taken journalism courses.

A majority of the sample majored in English (44 per cent). The percentage of teachers who were "appointed" to the position during the school year total 41.7 per cent. Only 20.6 per cent volunteered for the position.

Only 5.9 per cent indicated that they expected to receive an advanced degree in journalism. A total of 61.7 per cent of the responding teachers had attended journalism workshops, seminars and meetings.

Only one individual majored in mass media and one majored in journalism. Two teachers each minored in mass media and journalism.

The findings also indicated that there is a need for stricter journalism certification standards. A good photography seminar offered to students and journalism teachers is also recommended.

Lack of facilities and funds was mentioned frequently by the respondents. Teachers also stated that courses should be expanded to meet the needs of journalism education in the state.

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A STUDY OF THE EFFECT OF NON-REDUNDANT, SUPERIMPOSED MESSAGES WITH REGARD TO AURAL INFORMATION IN AN AUDIO-VISUAL PRESENTATION

Richard Sheridan Stockton, M.A.
Brigham Young University, 1973
Adviser: Ralph D. Barney

The problem of the study was to learn how many non-redundant, superimposed messages could be flashed across a videotaped interview before significantly distracting a viewer from the interview's aural information.

Six groups of high school students watched a ninety-second videotaped interview sequence over which zero, one, two, five, nine, and fourteen supers were shown. After the sequence was shown, each group answered a multiple-choice test regarding only the aural content of the sequence.

Group mean test results indicated that the group seeing the sequence showing fourteen supers scored significantly lower on the aural test than the group which saw no supers. However, all groups which saw supers scored lower on the aural test than did the group which saw no supers.

Apparently, non-redundant supers distract the viewer, and if enough are shown over an audiovisual presentation, the distraction becomes significant.

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THE ROLE OF THE BUSINESS COMMUNICATOR

Barbara Kay Stover, M.A.
University of Texas at Austin, 1973
Adviser: DeWitt C. Reddick

The study investigates the role of the industrial journalist today. A basic hypothesis to be tested was that the industrial editor's job has changed from the typical functions of a few years ago of writing and editing a company publication into that of a communication specialist concerned with several channels of communication. In testing this hypothesis, the study requested information concerning the various functions of the industrial journalist with particular reference to the use of many media. The results were then used to describe the typical business communicator today.

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RECENT TRENDS IN ADVERTISING REGULATION REFLECTED IN FRONT-PAGE ARTICLES OF ADVERTISING AGE

Samuel E. Stubbs, M.A.
University of Texas at Austin, 1974
Adviser: Ernest A. Sharpe

The thesis reviews the regulatory activity between 1951 and 1972 in the advertising industry. A content analysis of Advertising Age is used to quantify the increase in governmental and self-imposed restrictions on the industry. The increase in regulatory activity is found to be caused by a number of different forces that occurred in the late 1950's and early 1960's, most notably the consumism movement.

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GUIDELINES FOR THE SELECTION OF INSTRUCTIONAL MEDIA

John Frank Suddath, M.A.
University of Texas at Austin, 1974
Adviser: Ernest A. Sharpe

A Q study of a panel of experts comparing 46 instructional media identified seven selection factors. Equipment, behavioral objectives, and audio-visual orientation rated as most important. The panel also rated tradition, interest, effectiveness, and classroom use. Comparisons of media by factors and standard scores provide guidelines for media users.

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THE HISTORY OF THE YOUNGSTOWN VINDICATOR

Dolores P. Sullivan, M.A.
Kent State University, 1973
Adviser: Harvey Saalberg

No attempt has been made to write a definitive history of the Youngstown Vindicator. Rather, the purpose of this thesis is to provide as thoroughly researched a comprehensive history of the paper to the present time as possible.

Beginning as a staunch Democratic organ in 1869 in a strongly Republican community, the Mahoning Vindicator as it was called until 1876, was founded by J.H. Odell. Although it changed ownership several times before its final sale to William F. Maag, Sr. in 1877, the paper has been published uninterruptedly for the past 104 years. According to the statement of ownership published in the Vindicator, October 4, 1972, William J. Brown, the present publishers, a grandson of William F. Maag, Sr., listed a total paid daily circulation of 106,855 and a Sunday subscription of 169,898.

The Vindicator's early growth paralleled and reflected Youngstown's emergence from the "postage-stamp" village founded by John Young in 1796, to one of the most important industrial and political centers in the Western Reserve territory.

Since 1877, the paper has continued as a Maag-family-owned publication. In 1936, with the acquisition of its long-time competitor, the Scripps-Howard Telegram, the Vindicator became the only newspaper in Youngstown.

As William F. Maag, Jr. remarked in the seventieth anniversary edition of the paper in 1938, "Publishing a Democratic paper in Youngstown has always been an idealistic business." Still, the paper was a success from the beginning, while competing publications disappeared from the local newspaper scene.

Explaining the Vindicator's success, Mr. Maag believed that the public recognized the paper's sincere purpose and rewarded it with its support and good will. In return, he felt, the Vindicator has published the best paper it could afford or knew how to give, and this has remained its policy throughout the years.

With the presence of a competing Republican daily in the city, the Vindicator pursued a steadfast Democratic line until the 1920's, when the Telegram was bought by the Scripps' interests and became independent in its editorial policies. Since then, the Vindicator, although basically Democratic, has verged toward nonpartisanship and a more independent attitude.

If the paper has a motto, it might well be, "Serve the public."

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SURVEY OF ATTITUDES IN THE MARYVILLE-ALCOA AREA TOWARD THE TELLICO DAM PROJECT WITH ATTENTION TO SOURCES OF INFORMATION AND DEGREE OF EXPOSURE TO THE MEDIA

Nancy B. Sweet, M.A.
The University of Tennessee, 1973
Adviser: Jack B. Haskins

The problem of the study was to find the attitudes toward the Tennessee Valley Authority's Tellico Dam project and related parts held by the people of the Maryville-Alcoa area. Special attention was given to sources of information and degree of exposure to the media.

Since its conception the Tellico Dam project has been the subject of much controversy by different individuals and groups. The media, naturally, are involved in the controversy, and the various media have carried many articles, editorials, and features on the issues. As a responsible journalist, editor, and publisher, Mr. Tutt Bradford was interested in knowing his readers' attitudes toward Tellico Dam and various parts of the project. He also was interested in finding if there were any relation between the attitudes held and sources of information, particularly his own newspaper, the Maryville-Alcoa Daily Times.

The hypotheses proposed to be tested in this study were as follows: ^{H}o1: Age is not related to attitude toward the project or its components. ^{H}o2: Sex is not related to attitude toward the project or its components. ^{H}o3: Occupation is not related to attitude toward the project or its components. ^{H}o4: Time of residence is not related to attitude toward the project or its components. ^{H}o5: Annual family income is not related to attitude toward the project or its components. ^{H}o6: Use of leisure time is not related to attitude toward the project or its components. ^{H}o7: Being chief wage earner is not related to attitude toward the project or its components. ^{H}o8: Organizational affiliation is not related to attitude toward the project or its components. ^{H}o9: Degree of information on the project is not related to attitude toward the project or its components. ^{H}o10: Exposure to the Times is not related to attitude toward the project or its components. ^{H}o11: Exposure to other newspapers is not related to attitude toward the project or its components. ^{H}o12: Source of information on the project is not related to attitude toward the project or its components. ^{H}o13: Opinion of the proposed recreation area is not related to attitude toward the project or its components. ^{H}o14: Opinion of Timberlake is not related to attitude toward the project or its components. ^{H}o15: Opinion of Tennessee Valley Authority is not related to attitude toward the project or its components.

Review of the literature showed that no survey of attitudes toward Tellico Dam had been conducted solely in the Maryville-Alcoa area. Nor had anyone examined the sources of information or influence of the media. Some legislators and interested groups had surveyed other areas, but the validity of these findings must be questioned.

Data for this study was collected by telephone interview of a random sample from the 1972 Maryville-Alcoa telephone directory.

Eight questions on the questionnaire asked what the respondent thought about parts of the Tellico Dam project and TVA in general. The interviewer also asked the respondent why he felt as he did. Five questions were designed to determine the informants' main sources of information and degree of exposure to the various media.

Eight questions were designed to secure information and characteristics of the respondent.

Analysis of the data was by the frequency and chi square procedures of the Statistical Analysis System developed at North Carolina State University. Multivariate tables were used and chi square tests made on the 2x2 contingency tables.

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A BIOGRAPHICAL STUDY OF STALEY T. McBRAYER: HIS CONTRIBUTIONS TO OFFSET LITHOGRAPHY AND THE SUBURBAN PRESS

Edward Michael Talley, M.A.
East Texas State University, 1973
Adviser: W. J. Bell

Although much has been written about the offset printing press, only a few news articles have been published about Staley Thomas McBrayer, who with his associates, developed the modern web-perfecting offset printing press for newspaper use. McBrayer is one of the pioneers in the offset newspaper field. Today's widespread use of offset lithography by newspapers would not have been possible without the press improvement which McBrayer made. McBrayer developed a small chain of newspapers in the Dallas-Fort Worth area. He now owns a group of papers in the Gulf Coast area.

The principal source of information for this study has been personal interviews with Staley McBrayer and his associates. Texas Press Messenger and Editor & Publisher carried articles about the Vanguard offset printing press, which McBrayer developed.

Staley McBrayer's contributions to the offset printing press have helped many small suburban and rural newspapers, and the method is now being used by metropolitan newspapers. His use of offset presses was not limited to his newspapers; he established a centralized printing plant and began printing other papers. This saved many weekly newspapers from dying in the North Texas area. Following sale of his papers to the owners of the Dallas Morning News, he began another group of newspapers near Houston and the Manned Space Center.

Staley McBrayer's successful adventure with the offset printing press has helped all newspapers, and his establishment of two groups of newspapers demonstrated both the method and central plant operation.

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CHINA'S CENTRAL NEWS AGENCY FIFTY YEARS FOR FREEDOM: 1924-1973

Pan Pan Tang, M.A.
Southern Illinois University, 1973
Adviser: Howard R. Long

The Central News Agency is by far the oldest and most powerful news gathering and distributing institution in the Republic of China. Established on April 1, 1924, in Canton, the news agency was at first a publicity organ of the ruling Kuomintang (KMT or Nationalist Party). After 49 years and two abortive attempts, CNA became an incorporated independent news service on April 2, 1973.

Employing historical descriptive method of presentation and organized in both chronological and topical orders, this study provides answers to the following questions:

1. Why did the KMT establish the CNA in the first place, and how did the agency operate in the beginning? 2. Did CNA fulfill the mission of the party? and why? 3. How did CNA grow and expand, and why could it not maintain the peak operations of 1947-49?, and 4. Why did CNA twice attempt and twice fail to gain independence? Will the latest attempt succeed in achieving the ultimate goal?

While maintaining historical perspective, emphasis of the study is placed on the agency's news operations of today. There are six chapters, each of which deals with a distinct period or sequence of events in the life of CNA. Chapter II deals with the first few years in Canton. Chapter III discusses CNA's performance during WWII, and postwar reconconstructions. Chapter IV deals with its second search for independence and how it became a semi-official news agency. Chapter V is a detailed discussion of CNA's growing importance to the Chinese mass media, special services to the government, and the identity problem at the United Nations. The agency's latest independence action is also discussed. And Chapter VI is an overall review and evaluation of CNA's status, performance and prospects.

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THE FLOW OF RELIGIOUS NEWS: A COMPARATIVE ANALYSIS OF THE NEWS SERVICES OF TWO DENOMINATIONS AND THEIR RELATIONSHIPS TO REGIONAL PUBLICATIONS

Winston Howarth Taylor, M.A.
University of Maryland, 1973
Adviser: Ray E. Hiebert

Periodical publications have been part of the growth of American churches during most of two centuries. Denominational news agencies serving these and other news media are relatively new.

This study examines the news services and one class of periodicals--weekly and bi-weekly papers serving regional (state) units of the nation's two largest denominations, Southern Bapist and United Methodist.

The study reviews the long period of growth for both church membership and circulation of the religious press, and their general reversal in the 1960s. It examines the trends in membership, regionalism vs centralization, and the involvement in controversy which characterized that decade and affected the course of communication within the church.

The major analysis of the thesis is a comparison of the two denominations' news services, on the basis of their policies, news criteria, methods of transmission, professionalization of staffs, and especially their relationships to the client publications.

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A HISTORY OF THE LINDALE NEWS

Danny Royce Teague, M.A.
East Texas State University, 1974
Adviser: W.J. Bell

The Lindale News was founded in 1900 (as The Reporter and later The News and Reporter), before Lindale was incorporated in 1905. The News was owned most of the time by one family until 1950; thus, The News understood the needs and desires of this small but active community as its owners had deep roots there. The story of the community newspaper in America is abstracted from histories of many newspapers such as The Lindale News.

Histories of East Texas and of Smith County and files of The News were examined, and individuals who have been connected with the newspaper's growth were interviewed. These sources provided most of the material included here. The files of The News are quite incomplete and were supplemented by scrapbooks.

The Lindale Reporter was founded in 1900 by Thomas Peyton Cooper, Sr. He sold the paper in 1906. The paper changed ownership several times prior to 1922, probably eleven times. In 1922 Cooper bought the paper again, retaining continuous ownership until 1950. In 1973, The News changed from letterpress to offset printing.

The Lindale News is probably not unlike other small town newspapers. It has had its moments of glory, such as helping to start the once widely-known Blackberry Festival that ran two years, 1956 and 1957, when the demand and prices for the fruit was greatest, and it has had its "down" periods, including a bankruptcy. Perhaps its greatest continuous feat was that the community it served always starved for the information it could and would give.

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PRODUCING A TEACHERS' HANDBOOK FOR PLATT NATIONAL PARK'S ENVIRONMENTAL STUDY AREA: ANIMAL HOMES TRAIL

Thea Teich, M.S.
University of Wisconsin,
Madison, 1973
Adviser: Richard Powers

Platt National Park in Sulphur, Oklahoma is the smallest national park in the U.S. Two summers as a Ranger Naturalist there enabled me to develop a Teacher's Handbook to Platt's Environmental Study Area (ESA). The Handbook enables a teacher to lead his own school group up the trail if an interpretive staff member is unavailable.

In the Handbook, the teacher is introduced to environmental education and the National Park Service's approach to it--a set of concepts called the Environmental Strands. The Strands are further developed through the stops along the nature trails in the ESA. Other concepts are also utilized, including Barry Commoner's Four Concepts of Ecology. Natural phenomena along the trail are also pointed out. Overall, the trail guide in the Teacher's Handbook used key information, student activities, and student discussion to foster an awareness of the interdependency of man, the man-made world, and the natural world.

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A CONTENT ANALYSIS OF GOALS AND OCCUPATIONS OF HEROINES IN THREE WOMEN'S MAGAZINES: 1944-1972

Romalyn A. Tilghman, M.S.
University of Kansas, 1974
Adviser: Lee F. Young

This thesis studies heroines in women's magazine fiction from 1944 to 1972 to see whether their goals have changed since World War II. The magazines chosen were McCall's, Ladies' Home Journal, and Good Housekeeping because of their high circulation and longevity. A sample of 267 stories was taken from the February, June, and October issues at four-year intervals. Each story was categorized according to the heroine's occupation, her goals, and the conclusion of the story. It had been thought that heroines would probably have changed to a certain extent, especially in view of the women's movement. Instead it was found that there had been remarkably little change in the pursuits of heroines in magazine fiction over a twenty-eight-year period, at least in these three magazines.

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AN HISTORICAL STUDY OF GLADEWATER NEWSPAPERS, WITH EMPHASIS ON THE DAILY TIMES-TRIBUNE, THE DAILY MIRROR, AND THE MIRROR

James Edwin Todd, M.S.
East Texas State University, 1973
Adviser: W. J. Bell

This work is to show Gladewater's journalistic development and how the personalities of the various publishers helped mold the town.

Newspaper files available, clippings, notes, and unpublished materials were carefully examined. Individuals connected with Gladewater newspapers were interviewed. Emphasis was placed on The Gladewater Daily Times-Tribune, The Gladewater Daily Mirror and the present Mirror.

Gladewater's first newspaper, The Gladewater Gazette, was established in 1909 and lasted until 1914. The pace of journalism and its impact on the community underwent radical changes beginning with the oil boom in 1931 when a town of 500 turned into one of 10,000. It was also an opportune time for newspaper ventures. In August, 1931, the tabloid Gladewater Gusher, the city's first daily, was launched, but turned to weekly publication. Several other papers followed, including the semi-weekly Gladewater Tribune in 1936.

Oil production was beginning to subside when Barnes H. Broiles came to Gladewater, merging the Tribune with the Times to form The Gladewater Daily Times-Tribune. Broiles made some enemies, including Taylor Waterman Lee, millionaire oilman. Lee in 1949 went into competition against Broiles and the Times-Tribune with his Gladewater Daily Mirror. Later, he purchased Broiles' newspaper. Lee died in 1954, and the Daily Mirror was sold to Harry Kates. In 1968, the Mirror began publishing semi-weekly.

This study shows the vital function newspapers served in helping mold the town. Journalistic endeavors and personalities of publishers were studied to illustrate the peculiar role of each newspaper.

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THE JOURNALISM OF MARGARET FULLER: 1844-1850

Mary Elaine Zunt Trapp, M.A.
Kent State University, 1973
Adviser: Harvey Saalberg

Margaret Fuller lived from 1810 to 1850. Her journalistic career, specifically the years 1844-1850, was studied in an attempt to rescue her work from obscurity and to advocate a reassessment of its worth. Her life prior to 1844, the beginning of her career in journalism, was summarized for a better understanding of the events that led her to Horace Greeley and his New York Tribune in December of 1844. For Greeley she was a controversial literary critic and social commentator for 20 months. She reviewed the works of American authors such as Emerson, Poe, Lowell, Longfellow, and Hawthorne in addition to new books by unknown authors, and encouraged the growth of a strong native American literature. She introduced readers to the best of foreign literature, reviewing French, English, German, and Italian works. She wrote moving and dramatic editorial on the condition of prisoners and convicts, especially female convicts, the blind, the deaf and dumb, the poor, the prostitute, and others who were the objects of pity and scorn. She defended the immigrant and the abolitionist. She visited and reported on various New York charitable institutions.

In 1846 she sailed to Europe and became the first American female foreign correspondent, first writing travelogues and then eyewitness reports of the successful Italian revolution of 1848-1849. Her almost 200 articles written for the Tribune in New York and 33 dispatches from Europe were studied in depth and detailed with compilations. Her personal correspondence with Greeley reveals insights not only into his personal life, but also into their relationship and her journalistic career.

Margaret Fuller edited the Dial, the literary organ of the transcendental writers, from 1840 to 1842, when she relinquished the position to Ralph Waldo Emerson, who edited the journal until it ceased publication in 1844. Her book, Woman in the Nineteenth Century, as the first written statement of American feminism, paved the way philosophically for the feminist movement of the 1850's.

Her memory and personality are interred, mainly in caricature, in the works of well-known American writers: The Blithedale Romance by Nathaniel Hawthorne and "A Fable for Critics" by James Russell Lowell.

Margaret Fuller's contributions to journalism have been overshadowed by her personality, her relationship with transcendental writers, her controversial literary criticism, and the dramatic events of her life and death. These contributions deserve attention today, as do her efforts as a translator, editor, author, feminist, revolutionary, and historian. They deserve a better assessment than the "Margaret Myth" enshrined in caricature or memoirs compiled by well-meaning friends who altered her manuscripts to quell gossip surrounding her marriage and child by an Italian revolutionary.

Margaret Fuller was not so much a great writer as a woman of great capabilities writing about significant and historical events. Her writing revealed constant expansion and growth in interest and ability, cut short by an early and tragic death. With the shipwreck that caused her death and that of her husband and child, her two-volume manuscript history of the Italian revolution, which she thought to be her best work, was lost.

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MANAGING THE COMMUNICATION-PUBLIC RELATIONS FUNCTION FOR NATIONAL BUSINESS AND PROFESSIONAL ASSOCIATIONS: A JOB ANALYSIS STUDY

Robert Joseph Truscello, M.A.

Michigan State University, 1973

Adviser: Robert V. Hudson

This thesis was specifically designed to investigate the nature of the association communication-public relations job and how it operates. The central purpose was to examine the communication-public relations function and its increasing importance to the management of business and professional associations. The study examines the job; how it developed, and, to some degree, what role it will play in association management in the future.

The study covers the entire spectrum of the communicator's work, his responsibilities and his authority.

The major research tool used in this study was a questionnaire mailed to 245 national associations belonging to the American Society of Association Executives. The questionnaire was designed to investigate (1) the communication-public relations manager profile; (2) how he handles his workload; (3) his responsibilities and authority for handling communication functions and budget; and, (4) how he makes decisions. Results are based on replies from 133 participating associations, representing 54 per cent of the questionnaires mailed out.

Findings of the job analysis survey show that, theoretically, the association communication-public relations function is not being properly executed. Too often the association is understaffed and does not adequately research, plan, and evaluate the communication programs that it undertakes.

According to the survey, the typical association communicator is male, between forty and fifty-four years old, has a bachelor's degree and is called public relations director or manager. He manages a staff of two to five employees and reports directly to the head of the association, the chief paid executive. But whether he is running a one-man office, or a staff of eleven or more, he works long hours.

Fifty per cent of the respondents are planning to increase staff size within the next few years. Only one in four employs the services of a public relations consultant or consulting firm. Of those who use public relations or communication committees, only half are satisfied with volunteer contributions to the public relations effort.

With minimal full and part-time staff, and with only a fair chance of relief from volunteer committees, the association public relations function has suffered. Some association executives, therefore, are predicting a shift to quality services and an increasingly important role for the public relations function in the future.

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FAMILY COMMUNICATION PATTERNS AND THE ACADEMIC ADJUSTMENT OF COLLEGE STUDENTS

Owen Ullmann, M.A.
University of Wisconsin, 1973
Advisor: Steven H. Chaffee

This thesis attempts to explain differences in the academic performance and adjustment of undergraduate college students in terms of the structure of family communication that was present in the students' homes while they were growing up. The conceptualization of family communication used for this thesis is based on a four-fold typology developed by Steven Chaffee and Jack McLeod (1966). Academic adjustment is defined here as the reconciliation of an individual's academic objectives with those of the university as perceived by the student.

Data for this thesis were obtained through a questionnaire administered in the fall of 1971 to 191 randomly-sampled freshmen and sophomores attending the University of Wisconsin-Madison. Information on these students' academic performance--including their grade point averages, course selection, how quickly they progressed toward a degree, major, whether they were ever placed on probation, and their likelihood of remaining in school--was obtained from their official academic records updated through the spring of 1973.

The results indicate that the socio-oriented dimension of family communication accounts for differences in student grade point averages, course selection, rate of progress toward a degree, choice of major and likelihood of remaining in school, but not for the likelihood of being placed on probation. While the findings are consistent with the predictions made in the research hypotheses, they are not statistically significant in all cases. The results also indicate that only the socio-oriented dimension accounts for student differences concerning academic matters and only the consept-oriented dimension of family communication accounts for student political or social differences not directly related to academic matters.

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THE ROLE OF IMAGES IN THE 1972 CALIFORNIA DEMOCRATIC PRIMARY

James Robert Vickers, M.A.
California State University, Northridge, 1973
Adviser: Jack R. Hart

The study examined the role "quality" political advertisements played in the 1972 California Democratic primary. Quality advertisements were defined as those which the voter perceived to be the most informative, the most entertaining, the most intellectually stimulating, the most motivating and the least alienating.

A total of 380 respondents were questioned via telephone survey just prior to the June 1972 primary election. A cluster sample was used to select the respondents from the greater Los Angeles area.

A content analysis of the candidates' speeches, newspaper advertisements and political handouts was also used to test whether the candidates whom the voters perceived as most outspoken on issues actually did speak out the most on the issues.

The survey revealed that there was a significantly high correlation between the perceived information value of an advertisement and the attention it reportedly received. Perceived motivation level and perceived intellectual stimulation from the advertisements also were shown to have significantly correlated with reported attention level.

The respondent's estimate of the candidate with the most informative advertisements and the one which the content analysis revealed was most informative did not correspond.

The study suggested that the American voter is now becoming more concerned with the issues and less concerned with the candidate's image.

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STUDENT-TEACHER VERBAL INTERACTION AS AN ALTERNATIVE INSTRUCTIONAL METHOD

Bonnie A. Vogel, M.A.
University of Georgia, 1973
Adviser: Emery L. Sasser

In a study which isolated a teacher-centered lecture-notetaking group of students from a student-centered discussion group, an attempt was made to determine which of the two forms of classroom behaviors employed a more effective method of instruction.

A significant finding showed that a student-centered approach to teaching-learning, with primary emphasis on securing student involvement through oral exchanges of facts, personal experiences pertinent to the subject matter and related discoveries, should be looked at as an alternative and more effective method of instruction than a traditional teacher- or fact-centered approach, with its primary emphasis on student recall of facts for test purposes.

This thesis examines the time-honored goals of education and the methods used to realize them but then suggests different, more basic and natural goals and forms of instruction, in particular the use of the verbal interchange as an effective means of increasing student achievement in tests of factual information and of altering student attitudes toward various school environment concepts, e.g. learning, notetaking, participation, teacher.

A major point in this thesis is that a greater incorporation of a horizontal oral-aural student-student, student-teacher verbal interaction into America's current educational practices would not only maintain a high level of information flow but more importantly, would engage the self of the students by requiring them to verbalize their convictions and make critical, informed appraisals of the circumstances surrounding their lives.

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POLITICAL IMAGE-BUILDING THROUGH THE MEDIA OF MASS COMMUNICATION: A STUDY OF MICHIGAN ATTORNEY GENERAL FRANK J. KELLEY'S MEDIA USAGE IN A POLITICAL CAMPAIGN

James E. Walker, M. A.
Michigan State University, 1972
Adviser: V. M. Mishra

The study proposes to (1) examine the political image-building process through the media of mass communication by Michigan Attorney General Frank J. Kelley in his 1970 campaign; and (2) to focus on the relationship between the candidate's "image" and selected traditional American ideologies.

The study utilizes the techniques of qualitative and quantitative content analysis. The units of analysis were statements by the candidate from speeches and media coverage thereof. The statements are analyzed under the following issue categories: (a) law and order; (b) free enterprise economic system; (c) states' rights; (d) individual's rights; (e) labor's role in the American political process; (f) accepted concepts of public role behavior of a public official; (g) right to vote; (h) protection for consumers; (i) civil rights of a racial nature.

Statements are taken from five "elite" daily newspapers in Michigan: Detroit Free Press, Detroit News, Grand Rapids Press, Lansing State Journal, Flint Journal. Statements analyzed are made in campaign periods in 1966 and 1970 (approximately September 1 to Election Day).

The study data supports these hypotheses: (1) The candidate's public communications as carried in the media will be related to campaign issues; (2) These statements are likely to be more in consonance than in dissonance with the candidate's position on the issues. At the same time the candidate may ignore issues if they do not contribute to his image-building process. The study did *not* support the hypothesis that statements on image-building issues will likely be more frequent and constant than non-issues during a campaign.

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THE YORK GAZETTE AND DAILY: A STUDY OF A DEVIANT NEWSPAPER

Morris A. Ward, M.A.
Pennsylvania State University, 1973
Adviser: William L. Dulaney

The *Gazette and Daily*, one of the most liberal daily newspapers of general circulation in the U.S., was published by Josiah H. Gitt, from 1905-1970 in a rather conservative community. (For example, it supported Henry Wallace for president in 1940.) The thesis deals with relationships between the newspaper and the community, its influence in local opinion-making, and the ways it overcame challenges to its survival. The writer lived in York for several months in 1969 while doing research for the thesis, interviewing staff members and local opinion leaders.

In some ways the *Gazette and Daily* was a throwback to the journalism of the early 1900's, when newspapers frequently were the organs for the personal opinions of their owners. In this sense it was also similar to certain special-interest magazines. Much of the material in the editorial and news columns of the newspaper was not readily acceptable to many of the residents of the city. And for the *Gazette and Daily* many of its principles of reporting and editing were viable only so long as they were complemented by the financial backing of the owner, for community support in itself was inadequate to long sustain the paper.

Gitt sold the paper in 1970 when he was 86. What is gone with its sale is an interesting, lively and controversial example of personal journalism.

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ALF ROBERSON AND *THE GRAND SALINE SUN*

John Michael Warms, M.S.
East Texas State University, 1973
Adviser: W.J. Bell

Purpose is to present a history of *The Grand Saline Sun* and a biography of Alf Roberson, long-time employee, business manager, and finally owner and publisher. Histories of weekly newspapers like the Sun and biographies of a vanishing breed of newspapermen like Alf Roberson make possible the generalizations of what community journalism is all about.

Most of the information for this study was acquired in taped interviews with Alf and Virginia Roberson. *The Grand Saline Sun* files were studies and interviews with present and one-time *Sun* employees and other Grand Saline area residents were conducted.

On July 14, 1893, the *Grand Saline Rustler*, Grand Saline's first newspaper, was established. The *Rustler* ceased publication after a few months; and in 1894 *The Grand Saline Sun* began. The *Sun* has been in continuous publication for eighty years. In 1927 Alf Roberson was hired as the *Sun's* printer's devil and began an association that was to span almost half a century. *Sun* ownership changed numerous times before the Robersons acquired sole ownership of the *Sun* in 1959. In 1972 the Robersons sold the *Sun* to Howard Woodalls.

The *Sun* as a newspaper or Roberson as a newspaperman will not go down as greats in journalism history, but both have had an indelible impact on Grand Saline. The *Sun* has been an influential medium of communication for the Grand Saline area. Roberson will be remembered for his many years of dedication to the *Sun* and for his deep love for Grand Saline and its people.

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A STUDY OF THE INFLUENCE OF DELIBERATE PERSUASION ATTEMPTS ON THE SELECTION OF ALL-AMERICAN FOOTBALL PLAYERS

Patrick S. Washburn, M.A.
Indiana University, 1973
Adviser: James E. Callaway

Each fall, at the close of the college football season, a number of All-America teams are named. In making their selections, the voters receive and evaluate information from two directions: promotional campaigns for the players by sports information directors (such as All-America flyers) and other sources of publicity over which the SID's have no control (such as radio broadcasts and personal interviews by the media).

This study looks at the usefulness of the sports information directors' publicity materials to the selectors and what types of promotional approaches should be the most successful.

There were three major findings: (1) The SID's ranked their publicity fourth in value among nine sources of information available to the selectors, but the voters placed it seventh. (2) The majority of the selectors rated the SID's publicity low for a specific reason: they did not feel it was objective. The selectors stated that they felt 40 per cent of the players promoted for All-America were not of All-America caliber. (3) Part of the reason for the low objectivity is because the voters are deluged with publicity. They indicated they received material from an average of 68 schools and almost a third of them said they were on the mailing list of between 100 and 250 schools.

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UNIVERSITY PUBLIC RELATIONS PROGRAMS TO RECRUIT MINORITY STUDENTS: A COMPARATIVE STUDY

James A. Washington, M.A.
University of Wisconsin, 1973
Adviser: Scott M. Cutlip

This study focuses on the public relations aspects of the minority recruiting programs of the University of Wisconsin-Madison and the University of Chicago. It is an introductory approach to a better utilization of public relations in an attempt to close the educational and communications gap between institutions of higher learning and the minority student.

The framework of the text consists of the existing problem regarding minority students on major college campuses and how the incoporation of certain public relations principles can help alleviate this problem. This is followed by an examination of the minority student programs at both universities and an evaluation of each based on information received from the directors of each program, some of the students involved in each program, and based on the utilization of the aforementioned public relations principles. As a result, a paradigm is proposed to build and improve lines of communication between the institution and the potential student in the minority community.

Information was gathered from the respective directors and other knowledgeable people during personal interviews with the author. Student responses were received during the Summer Session of 1973 on a questionnaire.

The central hypothesis is that public relations and development people need to give thoughtful attention to their responsibilities of sensitizing their institutions in regard to their responsibilities and opportunities in race relations.

By opening direct lines of communication, effective public relations at institutions of higher learning can tap the minority community's resources of potential students by 1) recognizing the problem, 2) taking advantage of opportunities to utilize the resources of its particular institution, and 3) providing effective programs to alleviate a condition that has existed far too long.

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PRESS AGENTRY AND THE EMERGENCE OF DANIEL BOONE AS AN AMERICAN FOLKLORE HERO

Wanda J. Washington, M. A.
University of Wisconsin, 1973
Adviser: David G. Clark

Daniel Boone, the Kentucky pioneer, is lauded by Americans as a noble hero of the frontier. His popularity, which began to mount by the end of the 18th century, has had a lasting impact on American folk culture. Boone, the innately good man of the forest, has become the prototype of the American frontier hero, in whose image Kit Carson, Davy Crockett, and "Buffalo Bill" Cody were all cast.

Daniel Boone might have been destined, however, to remain a frontier figure who was virtually unknown, had it not been for an ambitious land speculator named John Filson. Determined to encourage Easterners to venture into Kentucky so that he could increase the value of his own land holdings, Filson included in his *Discovery, Settlement, and Present State of Kentucke* an appendix entitled *The Adventures of Col. Daniel Boon*.

By evaluating Filson's *Discovery, Settlement, and Present State of Kentucke* as a piece of promotional literature, his possible motives for writing it, the Boone narrative, land practices during the period, and authentic documents in the Draper Collection of the Wisconsin State Historical Society pertinent to the life of Boone and to Kentucky history, the thesis develops the argument that Boone's rise to fame was greatly influenced by the promotional efforts of John Filson, who was unconsciously serving in the capacity of Boone's press agent.

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THE TREATMENT OF PRESIDENT NIXON'S CHINA TRIP IN THE *NEW YORK TIMES*, *CENTRAL DAILY NEWS* OF TAIPEI, AND *PEOPLE'S DAILY* OF PEKING

Michael Ming-kuang Wei, M.A.
University of Missouri, 1974
Advisor: Robert P. Knight

The purpose of this study was to examine how three leading newspapers, *The New York Times*, *Central Daily News* of Taipei, and *People's Daily* of Peking, treated the news and views of President Nixon's China visit, and to shed some light on the problems of political viewpoints and press philosophies in the international news flow.

The research hypothesis was that the coverage of Nixon's China trip in the three newspapers is strongly influenced by the national viewpoints or political biases and the press philosophies or the degrees of press freedom.

Content analysis was the method applied in this study. The coding units were items and column inches. However, in view of the size difference of the three papers, percentages or proportions of items and column inches that the individual newspaper devoted to each category were used in this comparative study as the standardizing units. Five kinds of content categories--subject-matter, source, origin, theme, and direction--were used to define the materials being investigated. The writer also examined the newswriting, page make-up, and editorial themes and editorial tones of the three newspapers.

Both parts of the working hypothesis were proved by this study. First, *The New York Times* did support the China trip taken by President Nixon; *People's Daily* was neutral in the trip coverage, which apparently reflected Peking government's cautious attitude on the Nixon trip--the Peking government was willing to hold a summit with Nixon but could not overtly support the trip without the risk of offending its Communist allies; *Central Daily News* did attack Nixon's Peking visit as detrimental to Taiwan's interests. Second, *The New York Times*, with the highest degree of press freedom, did devote the largest proportion of its Nixon trip news hole to analysis and editorial material and did provide the most complete details, deepest interpretations and most divergent opinions on Nixon's China visit among the three dailies; *Central Daily News*, with intermediate or mixed press system, second; *People's Daily*, with the highest degree of press control in the world, last.

The findings of this study indicated that the libertarian press philosophy can serve the purpose of international understanding better than can the Communist press philosophy.

The study also found that news treatment of Nixon's China journey was in accord with, if was not influenced by, each newspaper's editorial position, and that even the treatment of Nixon's trip in *The New York Times*, which was ranked as No. 1 newspaper in the world press in many surveys, was somewhat unbalanced--*The New York Times* headlines were in favor of the Peking summits with statistical significance.

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DISCERNIBLE BIAS IN NEWSPAPER COVERAGE OF AN AMERICAN POLITICAL TRIAL, 1949

Samuel Stewart Wetmore, M.A.
Michigan State University, 1973
Adviser: V. M. Mishra

President Harry S. Truman was ill-prepared for the role of the chief executive when he assumed it on the death of Franklin Roosevelt in 1945. The world after World War Two was a maelstrom of revolution and the situation called for delicate handling and skillful leadership, which Truman lacked. He had "privately considered Roosevelt a faker," and didn't understand the Soviet post-war intentions nor the Yalta Conference, against which extremists in the United States were stirring up public opinion. Faced with distrust and misunderstanding Soviet intentions, Truman formulated a hard line against communism: the Truman Doctrine. This drove the remaining New Deal Democrats away from Truman and toward the United Nations and a more peace-oriented policy. Chief among these was Henry Agard Wallace, former vice-president, who became more and more disenchanted with the Truman forces. Wallace announced his intention to run for the presidency on a third party ticket in the election of 1948. Truman faced a tough campaign. He was caught between the Republicans, the States Rights Democrats and Wallace's Progressives. Wallace had made the fatal error of not refusing the support of the Communist Party and this proved his undoing.

With timing too convenient to be accidental--two days before the Progressive Convention--the twelve leaders of the Communist Party of the United States of America were indicted for conspiracy to overthrow the government by force and violence. The indictment crippled Wallace's campaign; Truman took a more liberal stance and won the presidency. The trial of the Communists was held in 1949 and is the subject of this study. Was it reported correctly or were the papers biased in favor of the government? Three papers, the New York Times, the Milwaukee Journal and the San Francisco Examiner were examined. A content analysis was made; considerations included space allocations, biased language, propaganda attempts and biased handling of the stories.

The study revealed that the New York Times and its reporter Russell Porter were most in line with the Truman Doctrine and the Times copy virtually convicted the Communists before the jury did. The methods of bias included selective quoting of words, out-of-balance space allocation and clear favoritism toward the government's case. The Milwaukee Journal and the San Francisco Examiner used Associated Press copy which was less biased in language. The Examiner, however, ran only selective stories and gave a biased view of the trial. The Journal showed the least amount of bias, but still showed a pro-government attitude as the trial progressed.

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A COMMUNICATION STRATEGY FOR THE DIFFUSION AND LEGITIMIZATION OF THE WELLER METHOD OF DETECTING TORNADOES

Keith Albert Wilkins, M.S.
Iowa State University, 1973
Adviser: J.K. Hvistendahl

This thesis proposes a communication strategy for the diffusion and legitimization of the Weller Method of detecting tornadoes. Weller, who spent approximately 12 years developing the method, has not been able to obtain National Weather Service endorsement of it.

According to Weller, an ordinary home television set can be adjusted to respond to the electromagnetic pulses of a tornado that is in contact with the ground. The adjustment is simple and does not require the viewer to have technical knowledge of a TV set.

The Weather Service claims the results of its evaluation of the Weller Method are negative; however, and evaluation by Iowa State University suggests that within possible qualifications the Weller Method does work.

Within this thesis it is accepted a priori that a properly adjusted TV set will respond to tornado sferics and that this method should be integrated with present community tornado warnings systems.

Several audiences are selected at which

the communication strategy is directed. It is only through communication that the diffusion and legitimization of the Weller Method may be effected. Support for the effectiveness of communication is outlined. Adoption and diffusion theory is also drawn upon.

Although a multimedia approach is suggested, the author describes some of the problems that can arise from such an approach. He submits that a non-fiction book, describing Weller, the Weller Method and what has transpired since Weller announced his method to the public, would help create an atmosphere in which the National Weather Service might be constrained to re-evaluate Weller's tornado detection method.

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ATTITUDES OF 198 ADVERTISING AGENCY MANAGERS TOWARD ADVERTISING EDUCATION IN 1972

Max C. Wilson, M.A.
Brigham Young University, 1973
Adviser: George S. Barrus

The objective of this thesis was to obtain current data from advertising agency managers concerning the teaching of advertising in colleges and universities, and to solicit their views of the current Brigham Young University advertising sequence.

An analysis of the mail questionnaire used to collect the data indicated that advertising agency management generally felt a college degree was helpful but that actual experience was most desirable for new people entering the industry.

A model advertising curriculum, developed from the input, displayed the advertising courses agency managers thought were fundamental to an advertising education program. Their choices varied by agency size and location but the overall selection was very similar in both content and emphasis to the Brigham Young University advertising sequence

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A GUIDE TO YEARBOOK ORGANIZATION AND PRODUCTION FOR THE BEGINNING ADVISER

Norma Ruth Wilson, M.S.
University of Kansas, 1973
Adviser: John B. Bremner

Only two states require that a teacher have a major in journalism to be certified to teach journalism in secondary schools. In fourteen states and the District of Columbia no specific certification requirement must be met if one wants to teach high school journalism classes. For advising newspapers and yearbooks, most states have no requirements whatsoever.

Year after year teachers who have no journalism background are assigned to advise school publications without knowing where to start, what to do, or where to go for help.

This thesis offers some practical advice to the teacher who has been assigned to advise the yearbook and who is not sure how to proceed.

Chapters on yearbook aims, classroom organization, content organization, copy, layout, pictures, and financing are included. Probably most valuable to the beginning adviser is a chapter that directs him to other books, magazines, and organizations that offer special services and information to yearbook advisers. Samples of various forms are also included at the ends of chapters and in the appendixes.

The work had as its intention the offering of some basic, helpful information on yearbooks to the inexperienced person who is not so much interested in fancy graphics and A-rated books as in getting a yearbook finished in a suitable way.

The thesis has been published in book form as Adviser's Guide to Painless Yearbooking (Josten's/American Yearbook Company).

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A STUDY OF CHRISTIAN BOOK APPEAL TO PROTESTANT CHURCH MEMBERS IN ETHIOPIA

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Syracuse University, 1973
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This study describes present Protestant Christian publishing in Ethiopia against the backdrop of her centuries-long heritage of Christianity and literary tradition. The study then attempts to identify the main elements of Christian books that appeal to the rank-and-file of Protestant church menbers in Ethiopia.

The survey research method was used. Data were collected by a questionnaire: 400 were distributed in six denominational churches: Mennonites, Lutherans, Presbyterians, Sudan Interior Mission, Baptists, and Pentecostals. A 60 per cent return was realized, with more than 50 per cent response in each of the six denominations.

The study identified social characteristics such as age, sex, marital status, birth place, education, occupation, church membership, and status in church as factors influencing individuals to read Christian books.

The study analyzed some of the preceding independent variables against the data concerning their stated reading habits and interests. The Chi-square was selected for measuring statistical significance.

Findings from this study indicate that the most appealing element to most of the Protestant church members in Ethiopia is the content of books.

Implications from these findings suggest that Christian book writers, editors, and publishers should carefully identify the characteristics of anticipated audiences and the method for reaching them. Christian book producers should also recognize that the potential audience is made up of ordinary persons whose tastes are not profound and most of whose reading is light. Christian publishers should choose materials for Christian books with these potential readers in mind.

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AN INVESTIGATION OF HIGH ANXIETY VERBAL BEHAVIOR

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Florida Technological University, 1973
Adviser: K. Phillip Taylor

A. Statement of Hypotheses. The research discussed in the previous chapter demonstrates that anxiety does affect and change behavior. The importance of sex as a variable of human communication was also revealed. The present investigation will therefore test the following hypotheses: 1. The verbal behavior of high anxiety group members will differ significantly from the verbal behavior of low anxiety group members. 2. High anxiety male verbal behavior will differ significantly from high anxiety female verbal behavior.

B. Independent Variables. 1. Anxiety: Several experimental studies and many essays have dealt with anxiety, and each leaves possible definitions for the term. Many varied definitions of anxiety have been offered by behavioral scientists to relate the effects of anxiety to human behavior.
(C.) High anxiety discussants reveal a slight tendency to make escape oriented statements, whereas low anxiety discussants reveal no such trend. (D.) Neither high nor low anxiety discussants make significant usage of direct anxiety reduction or indirect anxiety reduction statements. II. High anxiety male discussant statements differ significantly from high anxiety female discussant statements. (A.) High anxiety females reveal a greater tendency than high anxiety males to make self evaluation statements. (B.) High anxiety males generally make more statements designed to achieve cognitive clarity of a particular situation.

Conclusions. The results of the investigation of the hypotheses are summarized in outline form below: I. The verbal behavior of high anxiety discussants differs significantly from that of low anxiety discussants: (A.) High anxiety discoussants express more statements designed to make a self evaluation than low anxiety discussants. (B.) High anxiety discussants make more statements which are designed to achieve cognitive clarity in the situation than low anxiety discussants.

A STUDY OF THE ATTITUDES OF PROFESSIONAL TAIWAN JOURNALISTS REGARDING THE EFFECTIVENESS OF CONTEMPORARY JOURNALISM EDUCATION IN TAIWAN

Dee-Hua Wu, M.A.
Brigham Young University, 1973
Adviser: Owen S. Rich

Although contemporary journalism education in Taiwan has been expanding rapidly over the last twenty years, there is still a basic question of whether journalism graduates are adequately prepared to work for mass media of that country.

From the contemporary journalists' points of view, they are adequately prepared to be news reporters, fairly well prepared to be editors or administrators, but they are poorly prepared to work in the broadcasting area.

None of the journalism institutions' course offerings meet the demand of today's journalists in Taiwan. Only The World College of Journalism has a fairly adequate program to prepare its students to be professional journalists.

The total number of journalism graduates in Taiwan has increased over the last five years. Yet, the percentage of those who went into the journalism profession is getting lower. The journalists feel this is because (1) journalism profession does not pay as well as other professions in Taiwan, and (2) journalism profession does not offer enough employment opportunities for journalism graduates.

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